

Health Wire Mobile Messaging

Be healthy. Stay informed. Save money.

Health Wire is a free, secure mobile messaging platform. The platform provides members with information reminders and cost-savings communications that make it easier for them to engage with valuable content at critical moments.

Health Wire Advantages

Health Wire positions you as a partner in your employees' health care and engages members to take an active role in managing their health. Members who are more engaged can better manage their health care, which may mean lower costs for you.

Advantages include:



Better understanding
of their benefits



Improved
health outcomes



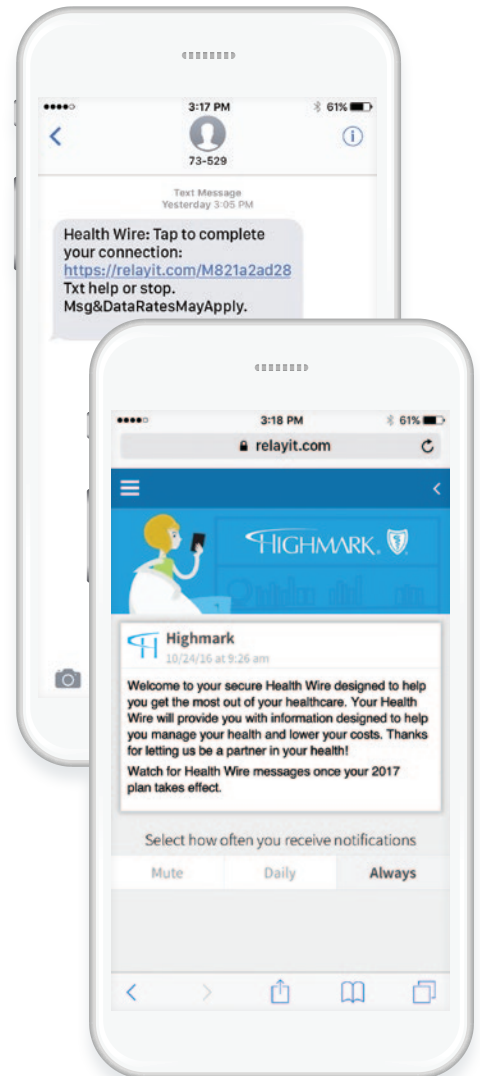
More cost-effective
care utilization

Getting Started

All member ID cards will receive a sticker with a phone number to call to confirm receipt of the card. This call will direct them to an interactive voice response system that will invite them to opt-in to the messaging platform, as well as collect COB (coordination of benefits) information.







Opting Out

Members are not required to opt-in, but if they do, they can reply "Stop" to opt-out at any time.



Messaging

Members will receive basic text messages (without any personal health information) that contain a direct link to the messaging platform. Once they click the link in the text message, their Health Wire will deliver administrative, preventive care and benefits education messages to members. Members will receive approximately 2 messages per month and will not receive messages for services that are not covered in their plan. **Members can expect messages like the samples below:**

Administrative	Preventive Care	Benefits Education
<p> Highmark 09/19/16 at 2:17 PM</p> <p>Forgot your ID card? You can access your ID card online by logging on 24 hours a day, 7 days a week.</p> <p>Log in to your member website ></p>	<p> Highmark 10/03/16 at 1:05 PM</p> <p>Recent studies by CDC researchers indicate that flu vaccine reduces the risk of doctors visits due to flu by approximately 60% among the overall population when the vaccine viruses are like the ones spreading in the community.</p> <p>Schedule your flu shot today ></p>	<p> Highmark 10/17/16 at 9:36 AM</p> <p>Do you want to feel more confident about your health care decisions? We are here to help! Explore our Healthcare 101 section for tips on how to make your plan work better for you.</p> <p>Explore Healthcare 101 ></p>
<p> Highmark 09/19/16 at 2:17 PM</p> <p>Tired of receiving paper communications? Sign up to Go Green and get certain information electronically. Your benefits, claims and more can all be accessed online on your member dashboard.</p> <p>Sign up to Go Green now ></p>	<p> Highmark 10/10/16 at 10:11 AM</p> <p>Vaccines, annual check-ups, cancer screenings, and other preventive care all add up to help keep you healthy. Review your preventive care schedule and make your appointments today.</p> <p>Review your Preventive Schedule ></p>	<p> Highmark 10/24/16 at 11:15 AM</p> <p>Are you enrolled in a Health Savings Account (HSA)?</p> <p>Yes No</p> <p>Using an HSA is key to getting the most value out of your annual health care costs.</p> <p>Find out more ></p>



Questions?

For more information about the Health Wire, contact your client manager. Thanks for being a part of this exciting opportunity!

Highmark Blue Shield is an independent licensee of the Blue Cross and Blue Shield Association.

Relay is a registered trademark of Relay Network, LLC. Relay Network is a separate company that supports Highmark's member messaging and does not provide Blue Cross and/or Blue Shield Services. Relay Network is solely responsible for the messaging services described here.

Text and data rates may apply. No one under the age of 18 may use this service. For more information, please visit Highmark's Text Terms of Service: <https://www.highmark.com/hmk2/texting.shtml>.

The Claims Administrator/Insurer complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: Si usted habla español, servicios de asistencia lingüística, de forma gratuita, están disponibles para usted. Llame al número en la parte posterior de su tarjeta de identificación (TTY: 711).

请注意：如果您说中文，可向您提供免费语言协助服务。请拨打您的身份证背面的号码（TTY：711）。

03/17 CS208514

