

# Introducing Blue Cross MA Message Wire



Message Wire™ by Relay®, an independent company, is a communication channel offered by Blue Cross Blue Shield of Massachusetts. By using simple text messages to engage members, the Message Wire connects them to relevant content through a secure web-based channel. This resource helps members better understand their plans, improve their health, and maximize the value of their benefits.

## Benefits of Blue Cross MA Message Wire

### For Employers:

When your employees are connected directly to Blue Cross through their Message Wire, you will benefit from their enhanced plan understanding and smarter use of their benefits and care. Specifically, Message Wire will:

- Enhance the value of your benefit offerings, allowing greater visibility
- Improve employee health awareness and engagement
- Create a unique offering within your employees' benefits package

### For Employees:

Message Wire delivers relevant health and plan information that's easy to obtain and simple to access. Additionally, it:

- Helps employees better manage their health and control costs
- Increases awareness and understanding of benefit packages
- Connects employees directly with Blue Cross in a convenient way

## Did You Know?

**73%**

of Americans own a smartphone<sup>1</sup>

**76%**

of Americans are more likely to read a text than an email<sup>1</sup>

**99%**

of text messages are read<sup>1</sup>

**95%**

of text messages are read within 3 minutes<sup>1</sup>

1. Source: mPulse Mobile, 2015

## What Gets Sent Through the Message Wire?

Your employees may receive messages on topics like these:

- Health and wellness
- Member discounts and deals
- Open enrollment reminders
- Clinical reminders (e.g. getting an annual flu vaccine)
- Biometric Screening information

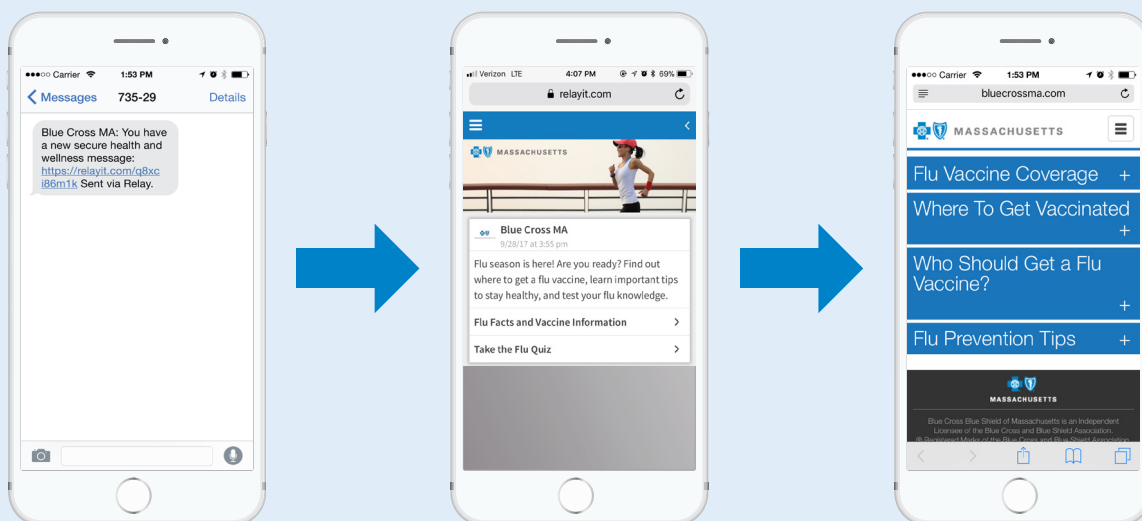
## Three Quick Steps to a Better Connection

Getting started is quick and easy; employees simply follow the steps below:

Step 1	Step 2	Step 3
After receiving their Blue Cross ID card, members call the toll-free number on the ID card sticker to confirm receipt of the card and opt-in to the Message Wire.	Members who opt-in will then get a text message with a link to the Message Wire's welcome kit.	Before accessing and reviewing the welcome kit, members will need to register their account and create a password.

That's it! In three simple steps employees can connect to the resources, support, and discounts that Blue Cross has to offer—all conveniently from their phone.

### The Mobile Experience



## Ready to get connected?

If you'd like to know more about Message Wire, or have any questions, contact us today.



MASSACHUSETTS

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