

# SEND MESSAGES YOUR EMPLOYEES WILL READ

## Want employees to pay attention to health plan news? Send a text.

A text message is more likely to be read — and read quickly — than other forms of communication. When it comes to something as important as health benefits, why not communicate with your employees through their preferred communication channel?

Introducing the Wire® from BlueAdvantage Administrators of Arkansas, a secure, communications channel that keeps your employees informed about important health plan news. Text messaging campaigns can include:

- Open enrollment news
- Clinical and utilization opportunities
- Important care updates
- Cost tools

### How does the Wire work?

A text message with a unique link directs employees to the Wire, our HIPAA-compliant mobile platform. Secure, personalized messages about the health plan are available 24/7. There's nothing to download and the Wire is free\*!

### How do you sign up?

Signing up for the Wire is easy. Employees simply sign in to My Blueprint, our online self-service portal, and update their account settings. Under "Notifications" the employee will select the opt-in checkbox for members-only texts.

Want a campaign to encourage your employees to opt in? Contact your BlueAdvantage account representative for help getting started on a company-wide opt-in campaign, too. We can also send a dedicated short code that allows your employees to text a number and sign up easily.

## Questions?

Call your BlueAdvantage account representative or agent with questions about the Wire and how it can be used to engage your employees.

*\*The Wire text messaging service is free. However, you may incur any charges from your mobile carrier depending on your text messaging and data plans.*



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