

Mobile Messaging

At AEBRx powered by Magellan Rx Management, we leverage our experience to solve complex pharmacy challenges for our customers and members.

Our tailored mobile messaging service helps members adopt positive behaviors. By taking advantage of high read rates of text messaging and Short Messaging Service (SMS), this engaging tool can help prevent gaps in care and enhance member engagement and adherence.

Motivate Your Members

Mobile messaging can be utilized for a variety of text communications, including:

- Re-enrollment messaging
- Refill reminders
- Flu shot reminders
- Prior authorization renewal reminders
- Pharmacy finder
- Breast cancer awareness/mammogram reminders
- Prescription Take Back Day
- Mental Health Month

Flexible Messaging

- One-way messages—Targeted messaging to full population or individuals
- Two-way messages—Interactive messaging between plan and full population or individuals

Our mobile engagement solution:

- Is compliant with HIPAA privacy standards
- Includes member file data review for valid cellular numbers
- Provides customer reporting and feedback
- Allows members to opt out from receiving text messages

Connect with AEBRx

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CASE STUDY: Large Health Plan



Situation:

Large health plan wanted to improve medication adherence rates and help members achieve goal of 80% of proportion of days covered (PDC) for targeted disease states.



Solution:

The plan implemented the mobile messaging program to improve adherence rates. More than 16,000 text messages were sent to members with disease states of higher prevalence including asthma/chronic obstructive pulmonary disease (COPD), diabetes, dyslipidemia and hypertension.



Results for one year (2021):

More than 3,700 members were identified for inclusion into the program and more than 52% actively enrolled and participated in the texting service.

Participants, on average:

- Opted out at a rate of 8.6% (goal = less than 10%)
- Filled their prescriptions in 17.7% less time compared to non-participants
- Performed 3 to 8% better than those who did not participate in the program (based on PDC)
- Were 10% more likely to achieve their goal of 80% PDC compared to those who did not participate

Source: Magellan Rx internal data.