

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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In a three-month study of 17,000 newly-enrolled health plan members, **91%** claimed that the text messages they received improved their overall knowledge of health services.¹



A medication adherence study showed that **20%** of patients who received text reminders refilled their prescriptions. The study also revealed that refills were requested within an average of four days of receiving the text.²

Resources:

1. <https://mpulsemobile.com/2016/07/interactive-text-messages-engage-activate-medicaid-members-research-finds>
2. <https://mpulsemobile.com/outcomes/#MedicationAdherence>