

Engage your employees in their health with IBX Wire™

Nothing cuts through the noise of mail, emails, and phone calls like a text message sent to your smartphone. Your employees rely on their smartphones to get the latest news, and now you can use mobile messaging to connect with them directly about their health. Upgrade your employee's IBX Wire messaging with our Premier messaging option today.

IBX Wire helps members maximize benefits and stay on top of their health

Currently, Independence Blue Cross (Independence) offers Standard and Enhanced messaging to members through IBX Wire, free of charge.

Standard messaging

Members receive secure, personalized text messages, including:

- Important personal health reminders
- Member-exclusive discounts and promotions

Plus, a quick tap on their IBX Wire homepage allows them to:

- Find a doctor or hospital
- Check a claim status, get a digital copy of their member ID card, and more at ibxpress.com
- Contact a Health Coach

Enhanced messaging

We also send custom messages that are based on claims data and specific to your employees' individual health needs and behaviors. Topics include:

- **Closing gaps in care.** For example, we can send a reminder to members with diabetes who have not received their annual A1C blood test.
- **Maximizing benefits.** For example, we can notify members when a generic substitution may be available for a brand name drug they take, or remind members who have visited the emergency room that they may be able to visit an urgent care center or retail clinic next time they need care when their primary care physician is unavailable.

Take employee engagement to the next level with the Premier messaging option

IBX Wire offers expanded capabilities that you can leverage for even greater results. In addition to the Standard and Enhanced messaging that Independence covers free of charge, you have the opportunity to purchase even more messaging through our Premier option.

Premier messaging

Choose the topics you want and make the messages specific to your organization. For example, you can use IBX Wire to:

- Notify your employees of upcoming open enrollment deadlines
- Encourage them to attend a worksite health fair
- Remind them when onsite screenings are available
- Communicate important information about benefits



IBX Wire generates nearly 3x more response than direct mail*

IBX Wire messaging options

	Standard†	Enhanced†	Premier
Health news and reminders from Independence <i>(flu shots, screenings)</i>	✓	✓	✓
Claims-based messages* <i>(gaps in care, generic drug alternatives)</i>		✓	✓
Your choice of custom messages <i>(health fair, onsite screenings, enrollment reminders)</i>			✓

*Covered for customers with Independence disease management programs.

†Independence covers the cost of Standard and Enhanced messaging to your employees, but you also have the opportunity to purchase additional messaging through our Premier option.

Help your employees get the message when it comes to their health.

Contact your broker, consultant, or Independence account executive today.

IBX Wire gets results

Compared to direct mail and email, IBX Wire has demonstrated a much higher response rate from members when it comes to wellness messages overall. IBX Wire generates nearly three times more response than direct mail, and nearly twice the response of email.



DIRECT MAIL
20%



EMAIL
32%



IBX WIRE
54%

With our cervical cancer awareness campaign, the message received a 17 percent click-through rate from the text message (equivalent to opening an email) and 70 percent action rate (equivalent to a click-through on a link in an email). Members who received the cervical cancer screening reminder message were nearly two times more likely to get the screening within three months of receiving the text compared with members who did not receive the text message.

Independence 

*Response rates are based on IBX Wire campaign statistics.

Independence Blue Cross offers products through its subsidiaries Independence Hospital Indemnity Plan, Keystone Health Plan East and QCC Insurance Company, and with Highmark Blue Shield — independent licensees of the Blue Cross and Blue Shield Association.

Enrollment in IBX Wire is not a requirement to purchase goods and services from Independence. Wire is a trademark of Relay Network, LLC.

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