

WellConnect

Patient Engagement with Texting



WellConnect turns texting into positive actions. Healthcare consumers appreciate easy access to helpful information, personalized for their situation, on the device they use most.

WellConnect links your members to powerful medication and health management resources through the simple power of a personalized message. Each text gives members fast, secure access to actionable, specific information about medication choices, quality and cost information, refill reminders and more. Members are directed to the people, tools and resources that help them make informed decisions, including:

- Opportunities to save money on prescriptions
- Prior authorization status
- Guidance from expert clinicians
- Shipment notifications
- Convenient reminders for refills and lab tests
- Disease education
- Welcome kits
- Links to schedule a pharmacist video-conference

Coming Soon:

- Live chat with member services



WellConnect harnesses the power of text messaging to promote member savings, better health outcomes and increased satisfaction. Just one more way we're driving meaningful change in pharmacy benefits.

People Prefer Texts

82%



25%



Text

Email

While 82% of text messages are opened within 5 minutes, only 25% of emails are read.¹

18 point increase in adherence

Texting patients has shown to increase medication adherence from 50% to 68% in patients with chronic disease.²

At WellDyne, members can always reach a real person, but many prefer the speed and convenience of technology.

WellConnect touchpoints are built around key decisions and pivotal timeframes in each member's health journey.

1. Onboarding Chronic Patients

■ Disease Education

Messages are geared to specific conditions such as asthma, diabetes or heart disease and are linked to videos, websites and support materials.

■ Adherence

Medication refill reminders and side-effect management tips help increase adherence.

■ Savings

Members are encouraged to choose generics or preferred brands, enroll in mail order and apply for manufacturers' discount programs.

2. Medication Changes

■ New Medications

These indicate a possible change in patient health status and are linked to medication details and opportunities to connect with a healthcare coach.

3. Status Updates and Long-term Support

■ Monitoring

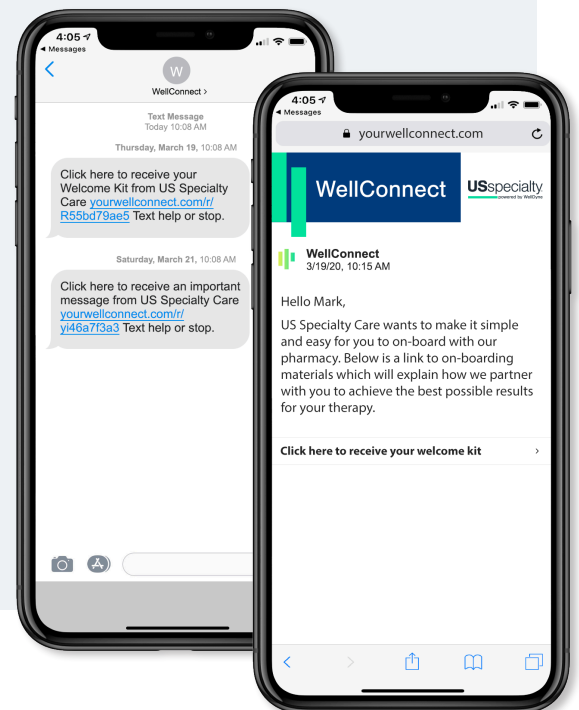
Tracking tools and patient surveys evaluate health status.

■ Status Updates

Order status and tracking updates make it easy for patients.

■ Wellness

Flu shot reminders, diet, exercise and other lifestyle tips can help improve health and quality of life.



Contact WellDyne to learn more at Sales@WellDyne.com

1. Flowroute Nationwide Survey, 2016: <https://www.flowroute.com/press-type/flowroute-survey-finds-consumers-overwhelmingly-prefer-sms-to-email-and-voice-for-business-interactions/>
2. <http://archinte.jamanetwork.com/article.aspx?articleid=2484905>