



# AHATPA WIRE® — TAKE MEMBER ENGAGEMENT TO THE NEXT LEVEL

## Informed decision-making can translate into savings for your organization

AHATPA Wire from AmeriHealth Administrators uses secure text messages to reach your plan members quickly with action-prompting engagement. Plan members can sign up via text, phone, or online for timely communication about well-being and health care spending.

Standard messaging addresses general health topics with alerts and reminders to those who opt in.\*

Now, there is an expanded addition to the AHATPA Wire that makes it more focused and relevant for your plan members.

## Custom messaging

Custom messages are customized to the needs and objectives of your plan. We can work with you and our clinical services team to develop clinically appropriate messages to focus on health concerns among your plan's population. Or we can help you craft messages to promote key events such as your plan's enrollment period or health fairs.

You can send two custom texts per month, up to a maximum of 12 total texts per year.

Connect with your AmeriHealth Administrators representative or broker to learn more about how AHATPA Wire can help lower costs and improve health and well-being behaviors.

## What your "Wired" members receive:

- Standard messaging — general health and health care spending messages each year;
- Custom messaging — custom messages plus the standard messages each year

\* Standard AHATPA Wire messaging is offered to AmeriHealth Administrators clients whose plan members can access the myahabenefits.com website at no additional charge. Additional charges apply for Custom messaging.

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