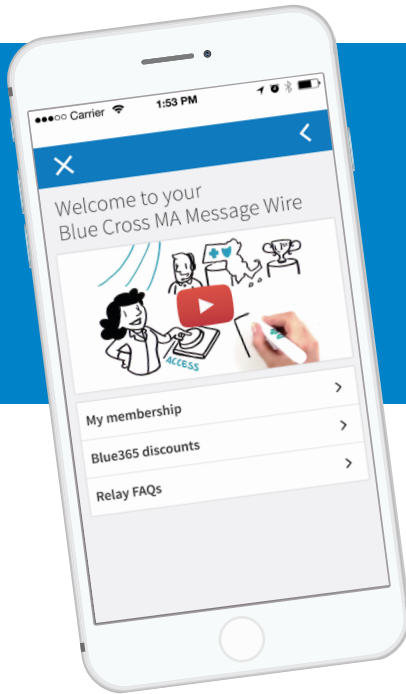




MASSACHUSETTS

Stay Connected with the Blue Cross MA Message Wire



The Message Wire is a new communication channel that sends health and plan info right to your phone. It combines the simplicity of text messaging with the security of a mobile web page. The Message Wire helps you better understand your plan, improve your health, and get the most from your benefits.

Benefits of Blue Cross MA Message Wire

The Message Wire delivers relevant health and plan information that is easy to obtain and simple to access.

▶ It's not an app, so there is nothing to install.

Additionally, it:

- Helps you better manage your health and control costs
- Increases awareness and understanding of your benefits
- Keeps you connected to your health and your Blue Cross plan through the convenience of your phone

Ready to get connected?

Sign-up is quick and easy.

Text **bluecrossma** to **73529**, or call **1-844-779-8813**.

Make sure you have your Blue Cross Member ID card ready.

Once you sign up, we'll text you a link where you'll:

- register your Wire
- set your password
- view the welcome kit

Please note: This is not available for FEP or Medicare members.

What is sent through the Message Wire?

- Wellness-related resources
- Member discounts and deals
- Open Enrollment reminders
- Clinical reminders such as getting your annual flu vaccine

Three Quick Steps to a Better Connection

Here's how a Message Wire message works:

