

# WellConnect Interactive Text Messaging



Studies show that consumers prefer texting over phone calls and emails. WellConnect harnesses the power of text messaging to promote member savings, better health outcomes and increased satisfaction.

WellConnect empowers members with timely updates personalized to their unique situation. Each text gives members fast, secure access to actionable information about their medications. With over 100 patient journeys and two-way chat capabilities, touchpoints are built around key decisions and pivotal timeframes in each member's health journey.

- Prior authorization status
- Savings opportunities
- Refill reminders
- Order refills
- Order status and tracking
- Wellness updates
- Patient monitoring and surveys
- Disease education

**Tailored message =  
higher engagement**



**Psychographic  
segmentation drives  
different messages**

- Self Achiever
- Balance Seeker
- Direction Taker
- Priority Juggler
- Willful Endurer

**120%  
increase  
in message engagement**

## Members Engage More with Texting

**81%**

take action on  
refill reminders

**>50%**

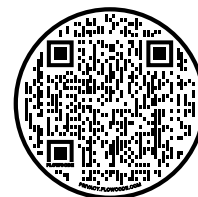
view patient  
education messages

**53%**

choose to  
respond via text

**36% increase in medication adherence**

**Watch our video to  
view a patient journey**



Contact us at [Sales@WellDyne.com](mailto:Sales@WellDyne.com).

[WellDyne.com](http://WellDyne.com)