



"Jen at Wellcare" Text Messaging for PDP Members

Wellcare utilizes automated conversational text messages (**known as Drips**) in order to communicate with members who have a mobile number on file.

Text messages will always display a sender name of "**Jen at Wellcare**", however they may be sent from different phone numbers. The texts are intended to engage customers conversationally regarding a variety of topics.

Examples of Text Messages to Members

Welcome Message

- Sent to newly enrolled members offering assistance with autopay and general onboarding
- Messages offer assistance or share information on how to set-up and navigate the plan as a new member
- A total of six texts over the first thirty days of enrollment are sent

Sample scenarios for Welcome Messages:

- **Example 1:** "[Member Name], welcome & thanks for being a Wellcare Prescription Drug Plan member. If you want to access AutoPay & even download your ID card, reply YES-we'll send a link! Let me know if uninterested. -Jen from Wellcare"
- **Example 2:** "This is Jen at Wellcare. Thank you for trusting us with your Prescription Drug needs. Your plan materials are easy to access. If you're having trouble finding them, I can help! All you have to do is give me a call or reply YES for a link. Or, let me know if not interested."
- **Example 3:** "Did you know your Wellcare membership with us means you can access your account on-the-go? To hear more about these details, give me a call or text YES for a link. We are more than happy to help with your Prescription Drug Plan. Uninterested? Let me know -Jen at Wellcare"
- **Example 4:** "[FirstName], I'm reaching out to make sure you have everything you need, including your Prescription Drug Plan ID card. If not--or if you have any other questions--feel free to call me or reply YES for a link! Wellcare is here to help. If uninterested, tell me."
- **Example 5:** "Hello! Reaching out about your Wellcare Prescription Drug Plan. If you're not enrolled in AutoPay yet, just give me a call & I'd be glad to walk you through the steps. Or, reply YES for a link! If uninterested, let me know."
- **Example 6:** "Jen from Wellcare checking in about your Prescription Drug Plan. As always, I'm only a phone call away if you need support or assistance. Or, you can always text YES for a link. Let me know if uninterested."
- **Conversation/Experience**

Happy Birthday Message

- Message will read: "*Happy Birthday from Wellcare!*"
- No further action is required by the member

Proactive Billing Reminder

- Sent to members who are not set up for any type of automatic deduction for their monthly premium payment
- Members are given the option of calling customer service and making a payment or selecting a link in the text that will direct them to the "**Pay a Premium**" guest site to complete their payment

- No further action is required from the member beyond making the required payment

Sample scenarios for billing reminder messaging:

- **Example 1 – Drive to Site:** “[Members Name] as a reminder - your upcoming prescription drug plan bill [\$amount] is due on the 20th. Tap [ShortURL] for info. Text [OptOut] to end -Jen, WellCare.”
- **Example 2 – Drive to Call:** “We understand how important your prescription drug plan is. Reminder: your [[[\$ Amount]]] bill is due on the 20th. When can I call? Text [OptOut] to end -Jen, WellCare.”
- [Conversation/Experience](#)

Failure to Pay

- Sent to members who have missed at least one premium payment
- Content for this message type is subject to state-level debt collection regulations and may appear ambiguous because of this requirement
- Members who do not respond to the text or remit the required payment will continue to receive texts regarding their account

Sample scenarios for failure to pay messaging:

- **Example 1:** “Jen w/ Wellcare PDP-your prescription drug plan. There are a couple of vital items you need to check on your account. Tap [ShortURL] for info. Msg [OptOut] to end.”
- **Example 2:** “Hi! This is <WellCare>. Access your account so your coverage does not expire. Simply tap [ShortURL] to take care of it today!”
- **Example 3:** “[Mr./Mrs./Ms.] [Last Name], taking care of your drug coverage is so easy! Just click [ShortURL] for more information.”
- **Example 4:** “Hello! When you have time, tap [ShortURL]. You'll be able to access your account & fill in any details needed!”
- **Example 5:** “Let's hop on the phone & get your monthly premium up to date so you don't have to worry about coverage expiring. I help others w/ this every day. Call me! -<Jen>.”
- [Conversation/Experience](#)

Out of Service Area (OOSA)

- Sent to members who may require a plan change after moving out of the service area

Opting Out of Messages

Members can opt out of receiving texts from “**Jen at Wellcare**” at any time by responding to supplied opt-out prompts. The verbiage to opt out may appear different between text messages and various campaigns. Verbiage to opt out of receiving texts from Jen may include:

- “Let me know if uninterested”
- “Let me know if not interested”
- “Txt NO to end”
- “If you no longer wish to receive our messages, text STOP to end”
- “Text STOP to end”
- “Reply STOP to opt out”
- “Text END to stop”
- “Text NO to opt out”
- “Reply STOP to end”
- “Reply NO to end”
- “Text Opt Out to end”

Frequently Asked Questions

Will a member receive future texts after opting out?

For a specific campaign members can respond with the supplied prompt, such as **Stop, No, End**, or a similar reply that indicates their desire to be removed and they will be removed from texts for that outreach type. Please keep in mind

that while the member will be pulled from future texts, it will only be for this campaign. For example, If the member misses a payment in the future, they will still receive the failure to pay messages.

How will a member know this is Wellcare?

The text message will always mention **Jen**, if a member is still unsure, they can respond to the text asking if the message is from Wellcare or they can call Member Services to confirm.

Will Jen at Wellcare messaging ask for any personal information via text message?

No, "**Jen at WellCare**" messages will never ask for any personal information. The messages will however, offer to send links to micro sites and portal logins, or schedule a time to connect the member with a Member Services representative.

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Distribution to any person or company is prohibited and may be grounds for contract termination.

Final 2023 plan and benefit information may be discussed with beneficiaries on or after October 1.

Privacy Policy | Nondiscrimination

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