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| Blue Cross is launching a Preventive Health Text Campaign in 2024. MSHO members identified as having no Primary Care Provider (PCP) and/or no routine exam in the past year will receive a series of text 3 text messages in 2024.Preventive Health Text CampaignApproximately 430 SecureBlue MSHO members have been identified to receive the text messages. The goal of this initiative is to encourage MSHO members to seek preventive care and improve their health outcomes. **Key dates:****1/25/24 Text #1 (Find a PCP):** Initial message sent to members directly from Blue PlusMN / BCBSMN to drive members without PCPs to find a trusted doctor. Text message will be sent to members with phone number on record:* Blue Plus: Need help finding a doctor you can trust? We can help. Visit <bluecrossmn.com/MedicaidFAD>. Reply HELP for help or STOP to cancel. Msg&Data rates may apply. No English? <1-800-711-9862 (TTY 711).>

**4/15/24 Text #2 (Annual Exam):** Second text message sent to members directly from Blue PlusMN / BCBSMN to educate members about how preventive care works and what to expect.* Blue Plus: Annual check-ups at the doctor are important for everyone’s health. Learn more at <bluecrossmn.com/PreventiveExams>. Reply HELP for help or STOP to cancel. Msg&Data rates may apply. No English? <1-800-711-9862 (TTY 711).>

**8/12/24 Text #3 (Preventive Care):** Third text message sent to members directly from Blue PlusMN/ BCBSMN to inform members that preventive care is covered by their health plan.* BluePlus: Most preventive visits are covered at no additional cost to you by your health plan. Learn more at <bluecrossmn.com/PreventiveCoverage>. Reply HELP for help or STOP to cancel. Msg&Data rates may apply. No English? <1-800-711-9862 (TTY 711).>

**Questions?**1. Members may call BCBS Customer Service at 1-888-740-6013 if they have any questions about the texts received or wish to file a grievance with this initiative.
	1. If a member does not want to be contacted for any program moving forward, they can replySTOP to cancel. Msg&Data rates may apply.
2. Care Coordinators with questions may contact Delali Degbey at delali.degbey@blueCrossmn.com.
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