

ABOUT HEALTHCROWD

HealthCrowd is the first truly unified software as a service (SaaS) platform for healthcare communications. By fusing healthcare domain expertise with advertisement analytics and machine learning, we help healthcare organizations communicate digitally with consumers to deliver business outcomes, both clinical and financial.

Why should you care as a physician?

- Our communications:
 - Reach the most vulnerable patients
 - Educate patients on managing their conditions
 - Drive patients to take healthy actions
 - Encourage proper preventive care which can avoid costly hospital visits in the future
 - Improve continuum of care between patient, provider, and insurer

What do you need to know?

- These messages are sent from HealthCrowd on behalf of Anthem Blue Cross and Blue Shield Medicaid (Anthem)
- Members who receive these messages have been identified as having gaps in care
- All messages are HIPAA compliant and can safeguard PHI
- Messages are crafted by experts with knowledge in healthcare communications and reviewed by the Anthem quality team

SAMPLE WELL-CHILD MESSAGE

Our records show that Lauren may be missing an important well-child checkup. Your child needs to see the doctor at least once this year. Text PCP to schedule a visit now so you don't forget. Text WHY for more info. Need a ride, text RIDE. Appointment scheduling help? Call [1-800-123-4567](tel:1-800-123-4567)

PCP

Your PCP is: Dr. Ram Murthy and can be reached at 1-510-456-7890. Need more help? Call 1-800-123-4567 Monday-Friday, 7:00amPT - 7:00pmPT.

How are patients being reached?

Through text messages and automated calls on common gaps in care:

- Well-care visits
- Breast/cervical cancer screenings
- Diabetes/blood pressure screenings
- If patients have any questions about these messages, have them contact Anthem Member Services. The number can be found on their member ID card.
- If patients are not interested in receiving texts, they can text STOP at any time. If they do not want to receive calls, they can call Anthem's Do Not Call line at 1-(844) 203-3796