

## Improve Your Health, With Just a Tap

### Blue Cross Blue Shield of Massachusetts begins communicating to its members via text and secure messaging

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BOSTON, Feb. 2, 2016 /PRNewswire-USNewswire/ -- [Blue Cross Blue Shield of Massachusetts](#) (Blue Cross) has launched *Message Wire*™ by [Relay](#), a new secure mobile messaging solution built just for Blue Cross members.

"Our promise is to always put our members first, and to do that, we need to communicate in a way that works best for them," said Cathy Hartman, vice president, prevention and wellness at Blue Cross. "Our goal is to deliver relevant and personalized information that's simple to understand and easy to access. It's about delivering the technology that consumers want - with the expert information they need."

Blue Cross will partner with customer messaging company Relay on *Message Wire* to promote existing benefits and tools, and share personalized wellness information with members. This unique communication channel has been shown to improve member education, engagement, and clinical outcomes. Members who opt into the program will receive text messages that link to secure and personalized information to help them improve their health and maximize their health care benefits. *Message Wire* topics will include:

- Wellness-related resources and health tips
- Member discounts and deals
- Open Enrollment reminders
- Clinical and preventive screening reminders

Relay, a technology company that connects businesses and their customers through a web-based messaging platform, removes the friction that gets in the way of great customer experiences.

"We believe there's incredible opportunity around how businesses and customers interact," says Matt Gillin, president and CEO of Relay. "Relay invites consumers to connect to a business with a smart link that, when activated, authenticates the person and opens a secure line of communication that stays on. No apps to download. No re-authentication required. It's completely seamless for the consumer, so it's easier for them to engage with content that otherwise has no visibility."

Blue Cross is one of several Blue Cross Blue Shield Plans across the country using the Relay solution. In 2014, Modern Healthcare and Advertising Age Magazines named Relay the Most Innovative Patient Education Campaign of the Year.

#### About Blue Cross Blue Shield of Massachusetts

Blue Cross Blue Shield of Massachusetts ([www.bluecrossma.com](http://www.bluecrossma.com)) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are the trusted health plan for more than 30,000 Massachusetts employers and are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us on [Facebook](#), [Twitter](#), [YouTube](#) and [LinkedIn](#).

#### About Relay

Relay ([www.relaynetwork.com](http://www.relaynetwork.com)) is a technology company that connects businesses and their customers through a unique secure messaging application. Our mission is to create more valuable and lasting customer relationships by changing the way businesses communicate. Millions of people use Relay every month to connect and communicate with businesses within healthcare, financial services, insurance, cable, energy, travel and hospitality, and more. Headquartered in greater Philadelphia, PA, Relay is backed by First Round Capital and NewSpring Capital. For more information, visit [www.relaynetwork.com](http://www.relaynetwork.com) or connect with Relay on [Facebook](#) and on Twitter at [@Relayit](#). Relay, Relay Wire, and Wire are trademarks and service marks of Relay Network, LLC.

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