

AP Producer News

New Regence Text Messaging Feature Simplifies Access to Digital Care

December 14, 2023

Newly eligible subscribers will have access to a digital copy of their member ID card via text and other simplified workflows.

Dear Valued Producer,

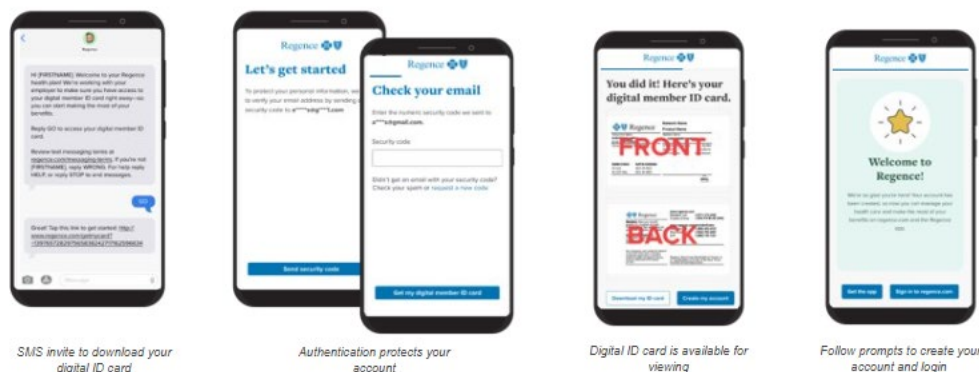
Regence BlueShield has announced the launch of a digital feature available via text message to newly eligible subscribers who have provided both a mobile phone number and email address.

As of December 2023, these subscribers will receive an SMS (text) message that will provide them access to a digital copy of their member ID card. They also will have the ability to register through a simplified workflow where the member only needs to provide a username and password.

Here is an image of how your clients enrolled in one of AP's products with medical from Regence BlueShield will experience this new feature (Asuris Northwest Health is not part of the initial launch).

SMS ID Card Feature

Experience flow



Resources to Help Your Clients Get Ahead on 2024 Preventive Care

2024 is right around the corner, and with it comes a new allocation of preventive care benefits for groups with Jan. 1 effective dates. Most Regence plans include comprehensive preventive care benefits—such as annual wellness exams, immunizations, age-appropriate screenings, and services for pregnant members and children—with no out-of-pocket cost to members when received from in-network providers. Yet many members decline to take advantage of all the no-cost preventive care included with their plan.

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You can help: Please share the [Regence preventive care list](#) with your employer groups, and encourage them to share the information with their employees. This online resource provides insights about the importance of preventive care and a detailed listing of all no-cost preventive care that's included with groups' plans.

You can also help your employer groups and their covered employees learn more about all of their health plan benefits by urging them to [create an account](#) on regence.com or download the Regence app.

Creating an account unlocks valuable features that enable members to have a personalized experience with their health plan. When signed in to their account, members can access the following resources:

- **Find care:** This enables members to search and schedule appointments with in-network doctors and specialists locally — and nationwide when they're away from home.
- **Estimate costs:** Members can save money by comparing costs for tests, treatments and common procedures from multiple providers. They can also get personalized real-time out-of-pocket cost estimates based on their deductible and out-of-pocket maximum.
- **Telehealth:** Members can access convenient, cost-effective high-quality care for nonurgent needs and behavioral health.
- **Nurse advice:** Members rely on Advice24 for guidance and support for everyday health concerns. It's a convenient and quick way to get support from a registered nurse for nonemergency health issues and questions that might otherwise lead to unnecessary doctor and ER visits. Advice24 is embedded in most fully insured group plans and available as a buy-up to ASO groups.
- **Wellness:** [Regence Empower™](#) (for your groups enrolled in the [Associated Industries IHTs](#) or [ALLtech Health Trust](#)) provides personalized tools and resources designed to guide each member to improved health. Program enhancements effective Jan. 1, 2024, include wellness incentive rewards for participating employees' eligible spouses or domestic partners. *Kavi Marketplace* groups on metallic plans earn a [premium reduction of 3% for each enrolled employee](#) who completes a Health Assessment and biometric screening.
- **Medication cost savings:** Members can research the efficacy and costs of prescription and over-the-counter drugs, and compare brand-names vs. generics before buying.
- **Employee Assistance Program (EAP):** Our EAP offers early intervention and support services to help members quickly and privately resolve issues — such as stress, depression, anxiety, alcohol and drug abuse, absenteeism, insomnia and problems at work — before they become bigger problems. *The EAP is embedded in the small group metallic plans available through Kavi Marketplace.*
- **Regence Advantages:** This [comprehensive discount program](#) provides savings on over-the-counter health and wellness products, fertility services, hearing aids and more. Regence Advantages partner [Active&Fit Direct](#) offers access to 12,500+ fitness centers (including participating 24 Hour Fitness locations) nationwide for just \$28 per month and has a \$0 enrollment fee when members join by Feb. 29, 2024.

Please see the full Producer News post on Regence.com for more information, including an invitation to an educational webinar focused on preventive care that is scheduled for Tuesday, Jan. 23, 2024.

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