RELAY *for* Healthcare

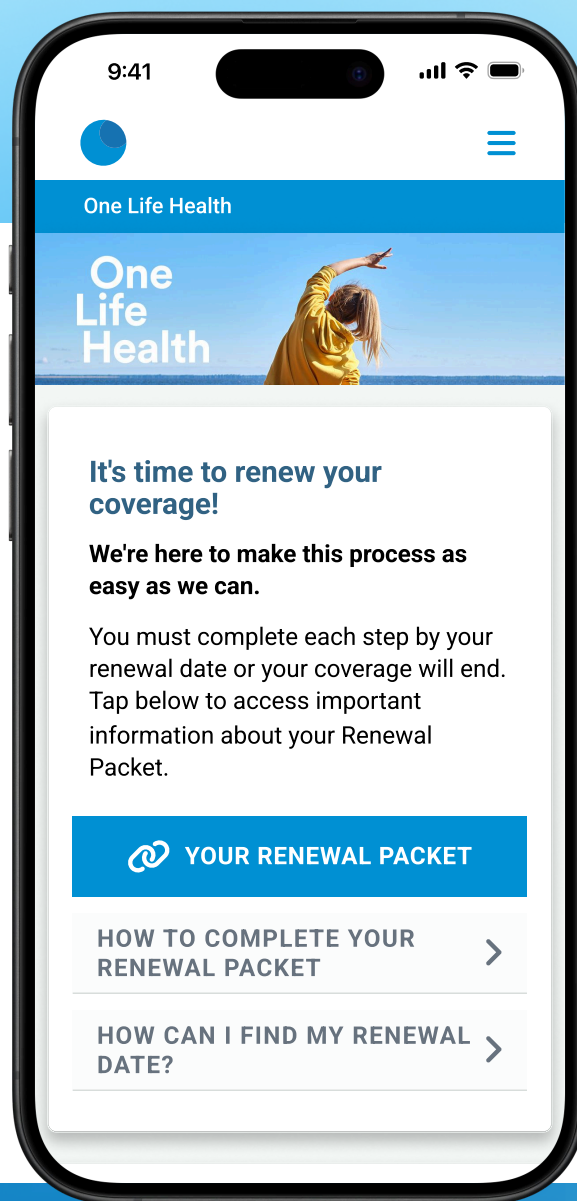# Better Journeys. Better Medicaid Members.

Deliver personalized, HIPAA-compliant mobile experiences, forms, and education at the right points of your members' journeys.

Medicaid Today

Clear, timely, and trusted communications to Medicaid members is more critical now than ever.

Relay is a channel that combines the **rich, multi-faceted experience of scrolling feeds** with the **timeliness of text**.

As a HIPAA-compliant, mobile-first channel, you can deliver personalized, trusted communications to your members at scale. Educate and inform members of the changes happening today and drive them to take critical actions to renew their Medicaid coverage, continue accessing care, and maintain engagement across important touch points.

HIPAA

r2 RISK-BASED 2-YEAR HITRUST® CERTIFIED

TCPA Compliance

AICPA SOC aicpa.org/soc4so

One Life Health

One Life Health

It's time to renew your coverage!

We're here to make this process as easy as we can.

You must complete each step by your renewal date or your coverage will end. Tap below to access important information about your Renewal Packet.

🔗 **YOUR RENEWAL PACKET**

HOW TO COMPLETE YOUR RENEWAL PACKET >

HOW CAN I FIND MY RENEWAL DATE? >

Relay's success with the Medicaid population includes:

60%
of Medicaid members engaged immediately with Relay Feed

2x
engagement on redetermination reminders within hours of receipt

81%
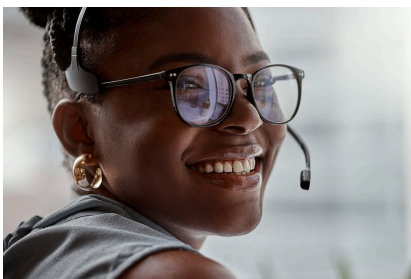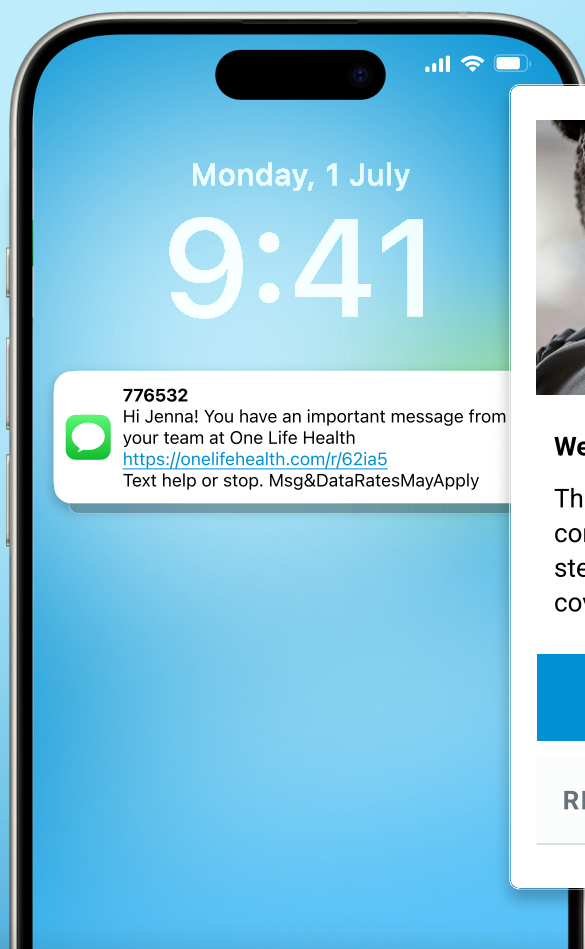members clicked to renew on redetermination messages

Helping one health payer achieve the **highest Medicaid renewal rates** of any MCO in its state post-PHE.

Interested in learning more?   sales@relaynetwork.com   (484) 249-0935

Why Relay Works for Medicaid

Our secure, mobile-first feed enables payers to reach members where they are with the information they need to stay informed, covered, and engaged.
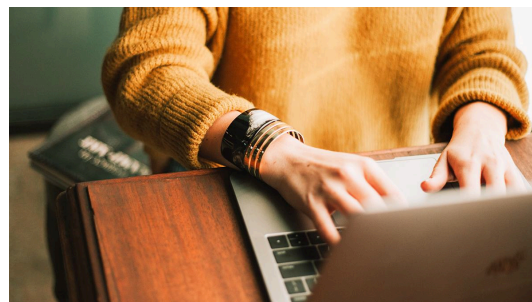
776532
Hi Jenna! You have an important message from your team at One Life Health
https://onelifehealth.com/r/62ia5
Text help or stop. Msg&DataRatesMayApply

We're here to help!

The new Medicaid rules can be confusing. We'll guide you through i step by step, so you can keep your coverage.

🔗 **SEE WHAT'S NEXT**

RENEWAL FAQS

We Need One More Thing

To keep your Medicaid coverage, we need a quick update from you. Upload proof of income before the upcoming renewal date.

📋 **UPLOAD DOCUMENTS**

SEE SAMPLE DOCUMENT 🔗

CHAT WITH A SUPPORT SPECIALIST 💬

Reach More Members with Mobile-First Solution

More than 90% of the Medicaid population owns a mobile device. Traditional outreach strategies fall short with Medicaid members, but Relay meets them where they are with a seamless, SMS-driven experience.

Deliver a Feed of Personalized, Educational Content

Deliver the exact information Medicaid members need, when they need it, on a secure, HIPAA-compliant channel. Ensure members receive timely messages, no download or log-in required.

Drive Actions Specific to Redetermination and Beyond

Drive member action, specifically around redetermination and how to maintain coverage. Leverage features like form fill, file upload, and real-time chat -- all within the Relay Feed.

We Partner with You

Integrate seamlessly into your existing systems

Dedicated client success managers assigned to you for expertise and service

Quick and cost-effective implementation

Access to analytics and insights for program optimization

Interested in learning more?

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