

IBX Wire

A powerful new way to communicate

- Not an app – a unique channel that combines the power of text with the security of the web
- Private, one-to-one communication
- HIPAA compliant
- Designed for action
 - Hyperlink to more information
 - Get a yes/ no response to a question
 - Click to call
 - Click to chat (potentially with a Health Coach)
 - Survey



Nate, it's flu season. Find locations where you can get vaccinated with no out-of-pocket cost. Tap here.

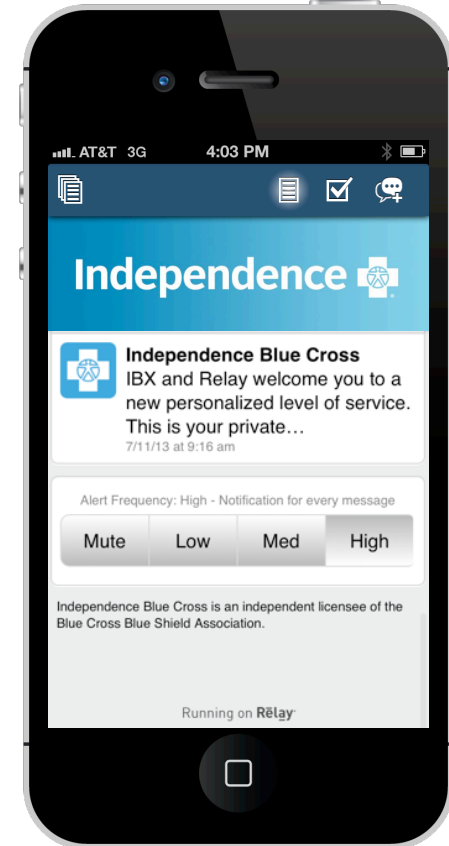
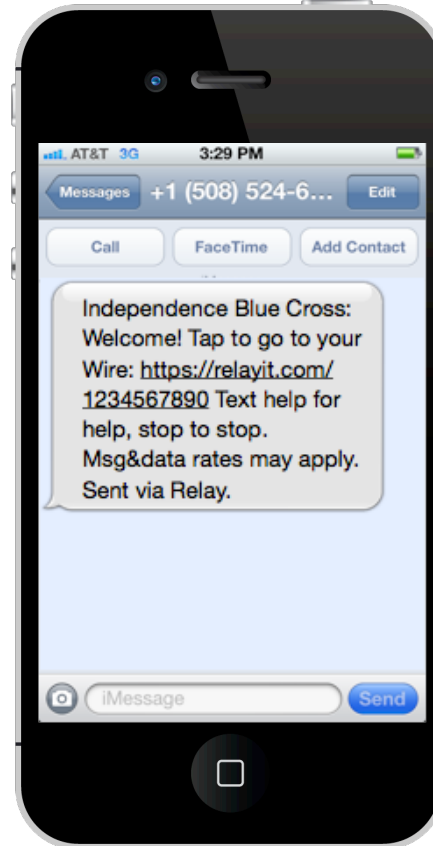


Getting Connected

Staying Engaged

Text with Smartlink

IBX Wire



- Subsequent communications use the text with a smartlink to notify members of a communication.
- The smartlink takes the member in to their private, personalized communication space with IBX.

Messaging

- Able to target members by mobile consent number of CCID (Relay unique indicator, which is a concatenation of UMI.DOB.FN, where:
 - UMI = IBX Member ID
 - DOB = yyyy-mm-dd
 - FN= Member's First name
- Template ID is generated when a new template is created in the Relay portal
 - Message content would need to be coordinated through IBX
- File would be posted to an sFTP
- Processing to occur between 2-4 daily
- For the purposes of this challenge, if IBX Wire is used, generation of the file in the format provided would be considered sufficient.