



Provider Update

This update contains pertinent information about changes that will impact the Johns Hopkins HealthCare provider network.

JHHC to Begin Text Messaging to Reach Advantage MD Members

Beginning in October 2019, Advantage MD members will receive text messages pertaining to **medication adherence** — specifically: diabetes, cholesterol and hypertension medications.

Johns Hopkins HealthCare (JHHC) wants to make you aware of this new text messaging program in case your Advantage MD patients mention receiving text messages from us.

Text Messaging and Advantage MD Members

Studies conducted by the Pew Research Center have found:

- 84% of Americans 65 and older are using a cellphone
- 94% of mobile users over 70 text regularly

Medicare plans can now incorporate data-driven insights to deliver crucial information that targets key membership segments. These automated and dynamically tailored conversations drive individual and population-level behavioral change, which improves member experience and positively impacts Star ratings performance.

Engaging members about their health status and informing new members about benefits and services is key to achieving our CMS Star rating goals. The CMS Star ratings increasingly impact member retention and growth and contribute to robust provider incentives. JHHC's Advantage MD plans need effective and efficient solutions to drive positive member experience and better health outcomes.

For More Information

Questions concerning the Advantage MD text messaging program may be directed to your designated Provider Engagement Liaison.

Please contact the JHHC Provider Relations department at 888-895-4998 with any questions or concerns