

Automated Calls and SMS Messaging FAQs

Who is Silverlink?

Silverlink is a leader in healthcare consumer outreach. Their programs educate and support healthcare consumers as they take on more personal responsibility in their health decisions. They work with the nation's top health plans to educate and collect information quickly and securely. Silverlink employs multiple modes of communication including automated telephone, mail, email and SMS when performing healthcare consumer outreach.

What is the HCSC Member Preference Campaign?

Silverlink has been selected by HCSC to contact members of our commercial populations, particularly small groups and members of our individual plans To inform them of our multiple communication capabilities and to request their permission to opt in to email and text communications and to capture their communication preferences.

How will the member be contacted during the program?

Members may be contacted with an outbound automated call or letter. The letter tells the member to log into an inbound automated call program. If members opt in to receiving text messages while interacting with the automated call they will be sent a follow up text within a few hours to validate /welcome the member to this mode. If members opt in to receiving email notifications while interacting with the automated call they will be sent a follow up email within a week or so (depending on transcription timing) to validate /welcome the member to this mode.

Will the member be charged for the SMS message?

If the member opts in to the program, they may be charged for SMS message (message and data rates) based upon the rate plan they have with their mobile carrier.

What if the member does not want to continue participating in the program?

The member is provided the option to 'Opt Out' of the program at any time. They just need to reply 'STOP' in response to one of the program's SMS messages as instructed and they will be removed and receive no further message

How secure is this information and who will have access to it?

All information provided by members is kept strictly confidential and is for HCSC's use only. None of the information will be shared, including names, addresses, phone numbers, or any of the responses provided during the call.

Why is it necessary to call?

HCSC wants to offer members the option to opt in to receive communications using various methods. The automated call is an efficient and scalable way to gain the members consent, if the member does not provide consent / opt-in to the program, they will not be sent any SMS messages.

What about HIPAA?

All Silverlink employees are certified in HIPAA compliance; all PHI (Personal Healthcare Information) is handled securely.

What will the call sound like?

Members will hear a pleasant, human female voice sharing HCSC's message. They will be informed that we want to know their specific communication preferences so we know when and how to give them information they want.

Intro:

Hello, this is Blue Cross, Blue Shield of [\[\[State name – Texas, Oklahoma, Illinois, or New Mexico\]\]](#), calling [\[\[NameFirst\]\]](#) [\[\[NameLast\]\]](#) with information about a new service for our plan members.

Is this [\[\[NameFirst\]\]](#)? Please say "Yes" or "No" after the listening tone.

1. Start with Email Opt in request; if yes, capture email address
2. Secondly, SMS Opt in request; if yes, capture 10 digit cell phone number
3. Verify best phone number to call; confirm if home, work or cell
4. Ask for preferred mode: email, phone, text, or any.

Closing:

Thank you. If you're not already registered for Blue Access for Members, you can register at [\[\[BAM registration website\]\]](#). It's a convenient resource to request ID cards, check your claims activity, or find providers in your area. It's a great way to manage your health plan account on your own terms, in your own time from your desktop or smartphone.

Thanks for taking this call today, and for being a Blue Cross, Blue Shield of [\[\[State name – Texas, Oklahoma, Illinois, or New Mexico\]\]](#) member. We look forward to serving you. Goodbye.

Answering Machine:

Hello, this is Blue Cross, Blue Shield of [\[\[State name – Texas, Oklahoma, Illinois, or New Mexico\]\]](#), calling for [\[\[NameFirst\]\]](#) [\[\[NameLast\]\]](#). Please call us back toll-free at 1 (877) -282-1378. Enter this 8-digit personal security code [\[\[ReturnPIN\]\]](#) so we know it's you, if you're calling back from a different number than this one. Again this is Blue Cross, Blue Shield of [\[\[State name – Texas, Oklahoma, Illinois, or New Mexico\]\]](#), please call us toll-free at 1 (877) -282-1378 and use this security code if needed: [\[\[ReturnPIN\]\]](#). We hope to hear from you soon. Thank you. Goodbye.

Will the member think they are being called by a telemarketer?

No. Unlike telemarketing calls, there is no pause when the call is answered. If members have caller ID, it will display as follows: (877) 282-1378 BCBS

What happens if the call is not answered or the wrong person answers the phone?

If an answering machine is reached, a message will be left with a toll free number to call at Silverlink, and a unique 8 digit PIN for the member to enter that will start their personalized call. Members can dial back at their convenience – 24 hours a day, 7 days a week.

If someone other than the member answers, there are two options. The call can hold for up to 60 seconds to allow an opportunity for the member to come to the phone, or whoever answers can take a message. Like the answering machine message, they will be provided with a toll free number to call Silverlink on an HCSC branded phone line and will be provided with a personalized 8-digit PIN for the member to use - these lines are also open 24 hours a day.

What does the email say?

view in [Web browser](#)

BlueCross BlueShield of Illinois

Thanks for Helping us Serve you Better

You recently responded to our request asking you to tell us the best way to communicate with you. We appreciate you letting us know one of your preferences is by email.

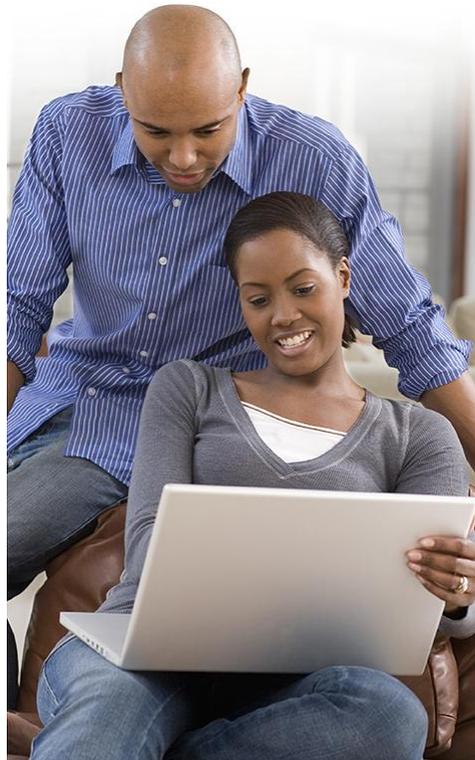
We also want to remind you that your membership comes with many advantages like [Blue Access for MembersSM \(BAM\)](#), our secure members-only website. BAM offers you immediate access to health care benefit information and easy-to-use tools.

You have convenient, online access to:

- Find a doctor or hospital in your plan
- View and print your claim statement
- Print a temporary ID card, access forms or documents

Log in to [Blue Access for Members](#) 

Thank you for responding to our request and for being a member of Blue Cross and Blue Shield of Illinois.



bcbsil.com



A Division of Health Care Service Corporation, a Mutual Legal Reserve Company,
an Independent Licensee of the Blue Cross and Blue Shield Association

300 E. Randolph Street, Chicago, IL 60601

© Copyright 2013. All Rights Reserved.

[Home](#) [Important Information](#)

What does the letter say?

Silverlink®



BlueCross BlueShield
of Oklahoma

BLUE CROSS AND BLUE SHIELD OF OKLAHOMA
PO BOX 3283
TULSA, OK 74102-9989

00001 SH SAEX1001
THOMAS JONES
625 TENTON CIRCLE
28TH FLOOR
CAROL STREAM OK 01801-9999

Many Ways to Stay in Touch

Dear Thomas Jones,

Did you know that Blue Cross and Blue Shield of Oklahoma (BCBSOK) offers online access to your health benefit information?

We're reaching out today to let you know about Blue Access for MembersSM (BAM) and Blue Access MobileSM. Both offer secure, easy-to-use tools that can help you make informed health care decisions. You can:

- Find a doctor
- View your claims
- Compare costs for health care services
- Get wellness updates
- Request member ID cards

It's easy to get started with our automated phone line. You will be asked a few simple questions about the ways you prefer to hear from us.



Call **1-877-123-1234** and enter this 8-digit personal security code: **12345671**.

...Or you can visit our BAM website directly. Just register using your BCBSOK member ID card.



Go to **bcbsok.com**, click **Log in** and then **Register Now**.

All of the incredible BAM features will be just a few clicks away. You can also use Blue Access Mobile from your mobile device web browser when you're on the go.

If you have any questions, please call us at the number listed on the back of your member ID card. And visit us at bcbsok.com at any time. Thank you.

Sincerely,

Blue Cross and Blue Shield of Oklahoma