

RxEOB® Mercury Messaging™



Are your members getting your message?

Service Benefits

BETTER MEMBER TARGETING

Powerful rules engine yields high-precision member targeting. More *relevant* messages are more *meaningful* messages. Reduce “noise”.

HIGHER MEMBER SATISFACTION

Mercury personalizes messaging based on member preference. A more satisfying experience equals *better engagement*.

PROVIDER MESSAGING

Some messages are more appropriate for a health care professional -- not the patient. Mercury “talks” to providers too!

HIGHER QUALITY / MORE STARS

Enhance compliance and adherence rates and manage chronic conditions. Improve STAR Ratings and HEDIS scores.

LOWER COSTS

Efficient and proactive care is less expensive care. With timely, targeted information, patients can make better choices.

A MULTI-CHANNEL HEALTHCARE MESSAGING AND ENGAGEMENT PLATFORM

RxEOB Mercury Messaging is a robust HIPAA-compliant health messaging platform that enables stakeholders to rapidly identify messaging opportunities and engage with both members and their health care providers.

Mercury blends a “big-data” approach with a point-and-click interface to create the most powerful and personalized health messaging tool. More relevant messaging equals improved outcomes ... and better outcomes equals lower costs.



95% of US adults own a cell phone¹

81% of them are smartphones¹

97% of mobile users text message daily²

98% of texts are read (most within 3 seconds)³



53% of emails are opened on a mobile device⁴

72% of online adults favor email for business⁵

Only 14% of health messaging uses personalized segmentation⁶



RxEOB
Collaborate. Communicate.



Product Packages:

ESSENTIAL Messaging	ENHANCED Messaging	ENTERPRISE Messaging
Best for: Pharmacy-focused messaging to members for quality and cost improvement	Best for: Expanded data analytics, broader messaging channels and audiences	Best for: Full-engagement, with bi-directional capabilities and automation
<ul style="list-style-type: none"> "Drag & Drop" rule builder interface Email and Text (SMS) Messaging Secure / Portal Messaging Print Messaging Member channel preference Opt-In / Opt-out Content management Conditional message formatting Message attachments Administrative workflows Call center support module Base reporting package Up to four (4) user accounts Up to 1M Messages¹ per year 	<p>ESSENTIAL features, plus:</p> <ul style="list-style-type: none"> Expanded Data: Medical² Expanded Data: Lab³ IVR Messaging⁴ XML Messaging⁵ Mobile device / Push messaging A/B testing / Control groups Enhanced reporting Live group training (webinar) Up to ten (10) user accounts Up to 10M Messages per year 	<p>ENHANCED features, plus:</p> <ul style="list-style-type: none"> "Trigger" messaging Physician messaging Bi-Directional messaging EMR integrated delivery Outcomes reporting Live group training (on-site) Unlimited user accounts Up to 100M Messages per year
<p>OPTIONAL Features:⁶</p> <ul style="list-style-type: none"> • Custom data sets • Support for "In-house" hosting • Library: STAR Ratings • Library: HEDIS Measures • Library: Cost Saving rules • Library: Educational videos 		

About RxEOB

For almost 20 years, RxEOB has helped its clients tame, manage and leverage their pharmacy and medical data for better program management. Our solutions are HIPAA and TCPA compliant, and we are SOC 1 and 2 certified. Our programs, used by dozens of health plans, PBMs and employers, touch more than 45 million patients every day -- **1 out of every 7 Americans!**

We know health care data, we know benefits, and we are experts in member communication. Let us help you engage your members, drive better outcomes, lower program costs, and **make messaging meaningful.**



¹ Pew Research Center, *Mobile Fact Sheet*, January 12, 2017.
² PewResearch Center, *US Smartphone Use in 2015*, April 1, 2015.
³ Digital Marketing Blog, *Marketing With 98 % Read-Rate and 10 More Compelling Stats*, July 27, 2015.
⁴ Litmus, *53% of Emails Opened on Mobile; Outlook Opens Decrease 33%*, January 15, 2015.
⁵ MarketingSherpa, *MarketingSherpa Survey of Consumer Attitudes towards Email*, February 3, 2015.
⁶ Marketingpros.com, *The State of Email Marketing by Industry*, February 22, 2016.