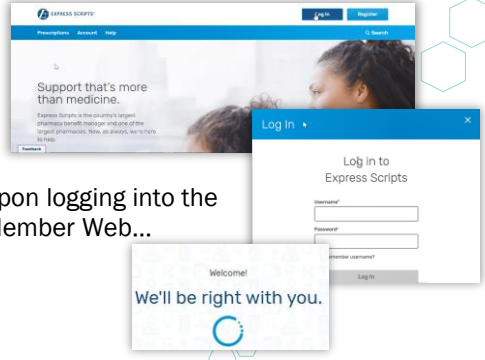
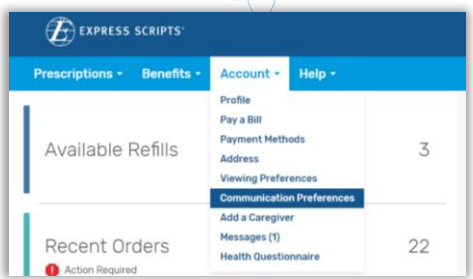
ENHANCED COMMUNICATION PREFERENCES –TEXT OPT IN

MEMBER WEB

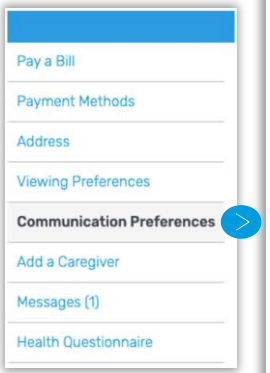
- Bringing Members information that matters *most*
  - Prescription & order status
  - Savings opportunities
  - Benefit & safety alerts

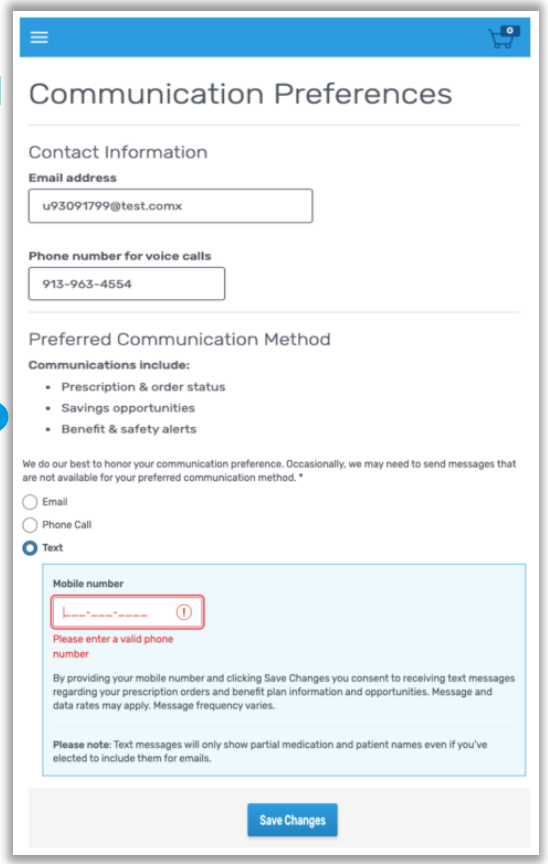


Upon logging into the Member Web…

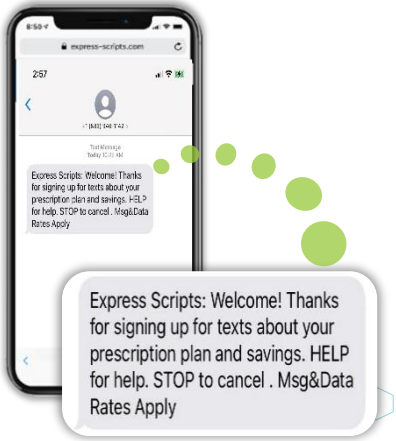


Under the Account >Communication Preferences menu…





- Presenting the Member with a 'Welcome' text to confirm their text opt in preference.



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