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## MDwise Partners with TracFone Wireless and Voxiva to Enhance Member Engagement with Mobile Health Programs

PR Web

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[MDwise](#), Indiana's only nonprofit health insurance company focused on serving the uninsured and underinsured, has selected [TracFone Wireless, Inc.](#) and [Voxiva, Inc.](#) to help them engage and support Medicaid members in taking an active role in their health through the use of mobile phones. Through SafeLink Health Solutions®, a TracFone brand, MDwise will be able to enhance member communications and help them stay healthy through access to mobile phones and health texting services.

Eligible MDwise members receive a phone with 250 monthly minutes, unlimited text messaging and toll-free calls to MDwise member services. Members also have access to Voxiva's suite of mobile health programs for maternal and child health (Text4baby and Text4kids), as well as adult health and wellness (Txt4health). These text message-based programs are designed to educate and support members, encourage them to follow recommended guidelines for preventive care, vaccinations and screenings, and inform them about health plan services and benefits.

"We are pleased to work with TracFone and Voxiva to offer these innovative health programs at no cost to our members," said Dr. Caroline Doebbeling, chief medical officer for MDwise. "We look forward to encouraging healthier behaviors in our members such as medication and treatment adherence as well as consistent appointment attendance with health care providers, ultimately leading to improved health outcomes."

Voxiva has developed these programs to help health plans improve key quality measures (HEDIS and EPSDT) and increase member retention. Independent evaluations of the services demonstrate improved outcomes on key quality measures, such as appointment attendance and timely immunizations.

"Voxiva has delivered mobile health services that improve the health of expectant and new moms, children, adults and individuals living with diabetes for more than 13 years," said Paul Meyer, Chairman & President – Voxiva. "Our partnership with MDwise and TracFone will help people improve their quality of health at no cost to them and at no cost to their health care provider," concluded Meyer.

"By offering health alerts, we are transforming the way an individual can take control of one's health," said F.J. Pollak, President and CEO of TracFone. "Members will now have the tools and peace of mind knowing that managing their own health is a text or call away. TracFone is proud to be a part of MDwise's transformative approach to healthy living and affordable health care," concluded Pollak.

### About Voxiva

Founded in 2001, Voxiva is a global pioneer in delivering interactive mobile health services to help people live the healthiest life possible. The company's Care4life product portfolio combines evidence-based health guidelines, state-of-the-art behavior change expertise and digital technology to promote maternal & child health, adult health & wellness, smoking cessation and diabetes self-management. Personalized health information is sent via text messaging, mobile web and mobile applications.



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In 2011, Fast Company recognized Voxiva as one of the 50 Most Innovative Companies in the world. Learn more at <http://www.voxiva.com> or contact [info\(at\)voxiva\(dot\)com](mailto:info(at)voxiva(dot)com).

#### About TracFone

TracFone Wireless is a subsidiary of América Móvil S.A.B. de C.V. ("AMX") (BMV: AMX; NYSE: AMX; NASDAQ: AMOV; LATIBEX: XAMXL), the 5th largest cell phone company in the world and the largest in all of the Americas with more than 236 million wireless subscribers. To learn more visit <http://www.safelinkhealthsolutions.com> or contact [info\(at\)safelinkhealthsolutions\(dot\)com](mailto:info(at)safelinkhealthsolutions(dot)com).

#### About MDwise

MDwise is Indiana's only nonprofit health insurance company focused on giving uninsured and underserved Hoosiers the compassionate service and care they want and need. MDwise's services are currently provided to more than 300,000 members in partnership with more than 1,400 primary medical providers and a statewide array of specialists, hospitals and other providers. In addition, MDwise is a Qualified Health Plan issuer in the Health Insurance Marketplace. MDwise's services offer a coordinated, comprehensive approach to managing the cost and utilization of Indiana's health care services. For more information, visit [MDwise.org](http://MDwise.org). 00030 (1/14)

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