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**FOR IMMEDIATE RELEASE**

**RxEOB Airs Webinar Exploring Health Plan Member Messaging Benefits**

*Member engagement applications leader presents results from analyzing the positive impact of personalized messaging in health care*

**RICHMOND, Va.** – August 2, 2016 – [RxEOB](#), an industry leader in member engagement applications for pharmacy benefits, has released a webinar examining how member messaging reduces health care costs.

Available to view at <http://media.beaconlive.com/viewitem?resc=15540>, the RxEOB webinar focuses on the rigorous analysis of member messaging by a national health plan, including the methods used to measure messaging effectiveness and the benefits of electronic messaging channels.

“Members are facing a slew of issues with their health coverage,” said Robert S. Oscar, CEO of RxEOB. “From increasingly higher deductibles and nuanced health care service options to restricted plan design. Health plans have to adapt if they want to maintain and increase their membership. Better access, improved care quality and even lower care costs can be measurably achieved through personalized communications to members that focuses on helping members navigate this complicated landscape.”

The webinar focuses on three key learning objectives:

1. Why efficient analytics are required to identify the appropriate members for messaging
2. How message content and customization is critical for communicating “what’s in it for me” member issues
3. What the benefits are from cohesive communication campaigns towards Triple Aim and care quality goals

“Payers and providers have to start communicating more effectively immediately or they’ll incur serious financial risk,” said Oscar. “Members are already starting to shift to plans that help them understand the best and most economical options for their health care benefits. Tailored message at the right time

through the patient's preferred communication channel is a vital step in opening the lines of communication to not only improve the quality of care but also lower the cost of care for all involved."

To receive a PDF copy of the webinar presentation, contact RxEOB vice president, Dan Heneghan, at dheneghan (at) rxmob (dot) com or directly by phone at 804-402-6615.

#### **About RxEOB**

RxEOB's mission is to help PBMs, health plans and TPAs connect with their members through proprietary software applications and effective data management support and analytics. RxEOB's portal, mobile and messaging applications help members access the information they need to save money when using their medical and pharmacy plan benefits and to receive higher quality of care through improved prescription adherence. For more information on how RxEOB can help reduce your overall health care costs, please visit [www.rxeob.com](http://www.rxeob.com), or call 888-648-0989, extension 226, and ask for Dan Heneghan, vice president.

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