

## Our Family Planning Text Message Campaign has launched

In May 2019, Amerigroup Washington, Inc. launched the Family Planning Text Message Campaign to inform our members about their available family planning benefits. The campaign consists of 15 unique text messages that go out to members every two weeks on topics that include:

- Family planning.
- Contraception.
- STI prevention.

All members ages 18-45 were included in the campaign unless they are on the *do not call* list. Members do have to opt in to receive the text messages.

We are encouraging members to set up a family planning visit with their PCP and offering a \$25 incentive to members for the visit. If your patients are looking for more information about family planning, we have added some valuable resources to our *Health & Wellness* section of the Amerigroup member website: <https://www.myamerigroup.com/wa/care/wellness-resources.html>.

Note: As a provider, you can prescribe up to one year of contraception in one prescription for oral contraception, contraceptive rings or contraceptive patches.

If you have a question about this text message campaign or family planning coverage, please contact your local Network Relations consultant.