# Messaging Platform Alerts

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**Description:** A list of Messaging Platform (MP) alert messages, which are used to communicate messages to members about a variety of topics, such as order status, refill reminders, savings opportunities, etc. via email, phone call or text message is provided.

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| Alerts |

 **Business days do not include weekend days and holidays.**

**Note:** Two Way SMS message expires within 1 business day only if member has not responded and another two-way conversation is triggered for same outbound number. This gives members 48 hours (2 business days) to respond, a member cannot interact with an old two-way SMS alert.

Messaging Platform (MP) alerts do not contain any prescription information and members may contact Customer Care to determine which prescription is affected.

 Only maintenance medications are eligible for Refill Reminder alerts.

**Callbacks to Members:** If a callback to the member is required, identify who will call the member back and when they should expect that communication.

**Example:** Our pharmacy will call you back within 10 business days or you will receive an automated call regarding your request within 10 business days.

This is not an all-inclusive list of available Messaging Platform (MP) alerts. Messaging preferences will vary depending on the programs available for the client.

The alerts listed below pertain to Mail Order only. Advise the member to contact their retail pharmacy for any retail pharmacy alerts.

Refer to the following:

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| **Alert** | **Description** | **Alert Type** | **Alert Category** | **MP Delivery Channels Available\*** |
| Refill Available Notice | Notifies a member when one or more of their Rx's is eligible for refill - 80% utilization | Refill Reminder | Refill Category | Email/Phone/ Text Message/Secure |
| Refill Available Reminder | Notifies a member when one or more of their Rx's is eligible for refill - 90% utilization | Refill Reminder | Refill Category | Email/Phone/ Text Message/Secure |
| Refill Available Warning | Notifies a member when one or more of their Rx's is eligible for refill - 100% utilization | Refill Reminder | Refill Category | Email/Phone/ Text Message/Secure |
| Rx Expiring  Notice/Reminder/Warning | Notifies a member when one or more of their RX’s is set to expire | Refill Reminder | Refill Category | Email/Phone/Text Message/Secure |
| Zero Refills | Notifies a member when one or more of their Rx’s have no remaining refills | Refill Reminder | Refill Category | Email/Phone/Text Message/Secure |
| Cannot Fill | Notifies a member when their order cannot be filled | Order Status | Order Category | Email/Phone/Text Message/Secure |
| Order Received | Notifies a member when their order is received | Order Status | Order Category | Email/Phone/ Text Message/Secure |
| Order Shipped | Notifies a member when their order is shipped | Order Status | Order Category | Email/Phone/ Text Message/Secure |
| Future Fill Held | Notifies a member when their order is held due to refill too soon | Order Status | Order Category | Email/Phone/ Text Message/Secure |
| Ship Consent Initial | Initial consent from member | Order Status | Order Category | Email/Phone/ Text Message/Secure |
| Ship Consent Follow-up | Follow-up consent from member | Order Status | Order Category | Email/Phone/ Text Message/Secure |
| Ship Consent Final | Final follow-up consent from member | Order Status | Order Category | Email/Phone/ Text Message/Secure |
| Doctor Hold | Notifies member when Order is Held by Doctor | Order Status | Order Category | Email/Phone/ Text Message/Secure |
| Future Fill: Release Reminder | Triggered when a Future Fill order is about to be released from future fill hold | Order Status | Order Category | Email/Phone/Text Message/Secure |
| Future Fill: Split | Triggered when part of an order is split and placed on future fill hold | Order Status | Order Category | Email/Phone/Text Message/Secure |
| ARR Auto Renewal | Notifies a member when we will be reaching out to their prescriber to get a new Rx as part as the Auto Refill Program (ARP) | ReadyFill @ Mail | Order Category | Email/Phone/ Text Message/Secure Message |
| ARR Auto Refill | Notifies a member of automatic refills that their Rx as it relates to the Auto Refill Program (ARP) | ReadyFill @ Mail | Order Category | Email/Phone/ Text Message/Secure Message |
| Registration Confirmation | Sent to a member when they successfully register on the Member Web Portal | Registration | Member registration | Email |
| Update Profile | Sent to a member when they update their profile information on the Member Web Portal | Registration | Member registration | Email |
| Forgot Password | Sent to a member when they request to reset their Member Web Portal password | Registration | Member registration | Email |
| Username Recovery Confirmation | Sent to a member to confirm they have successfully retrieved their username | Registration | Member registration | Email |
| Password Recovery Confirmation | Sent to a member to confirm they have successfully reset their password | Registration | Member registration | Email |
| Security Questions Update Confirmation | Sent to a member when they update their Security Questions on the Member Web Portal | Registration | Member registration | Email |
| PBM Quick Registration | Sent when member contacts Care and requests registration assistance. Alert contains a registration link to the Member Web Portal that expires in 3 business days. Link displays registration page with member information populated. | Registration | Member registration | Email/SMS |
| PBM Quick Registration Follow-up | Sent after the expiration of the initial Quick Registration (QR) alert which includes a new registration link. | Registration | Member registration | Email |
| PBM Quick Registration Second Follow-up | A second follow-up alert is created for QR. The wait time before sending the first and second follow-up is 3 business days. This is available in the email channel. | Registration | TBD | Email |
| Manual Registration Abandon | This reminds the member to complete their registration on the Member Web Portal. The assumption is that Portal is able to capture the member’s internal ID and email address during the unsuccessful registration process. | Registration | Registration | Email |
| Manual Registration Abandon Follow-up | This alert is sent after 3 business days if no response from member on the Manual Registration Abandon alert. This is triggered automatically. | Registration | Registration | Email |
| Recovery Winback | This is sent to members who tried to recover their username or password but did not log in to Portal within 1 business day. This is only in email and no follow-up alerts. | Registration | Registration | Email |
| Portal Reactivation Winback | This alert is for members with maintenance prescriptions who have not logged in to Portal for more than six months. CCR can select between email and SMS. | Registration | TBD | Email/SMS |
| Portal Reactivation Winback Follow-up | After sending the first alert with no response from member, the follow-up alert will be sent via the email channel and is triggered automatically. | Registration | TBD | Email |
| New Member Quick Registration | This is sent to the new member who did not complete the Registration. Quick Registration link is included in the Welcome/DTD emails sent to new members as part of Member Experience campaigns that client’s opt-in to receive. | Registration | Registration | Email |
| New Member Quick Registration Follow-up | This is a follow-up email with a Quick Registration link | Registration | Registration | Email |
| Early Registration Confirmation Follow-up Alert | This is a second email follow-up alert for Early Registration that occurs ten days from the day the Member registered on Portal via Early Registration if the Member does not log on to the Member Web Portal. This alert has a new Source ID which is sent by Notification Platform in the request. | Registration | Registration | Email |
| Plan Effective Date Notification | This email alert is to inform the member that their plan has become active for those who registered on the Member Web Portal via Early Registration. This alert will have a new Source ID sent by Notification Platform. | Registration | Registration | Email |
| Plan Effective Date Notification Reminder | This is a second follow-up alert to inform the members that their plan has become effective for those who have registered on the Member Web Portal via Early Registration. This alert is sent 10 days from the day the initial Plan Effective Date Notification email alert if the Member has not yet logged on to the Member Web Portal. It includes a new Source ID sent by Notification Platform. | Registration | Registration | Email |
| ICE Order confirmation Email | MP to send the ICE Order Confirmation alert to members who place an order using the integrated pharmacy | Registration | Registration | Email |
| Shopping Cart Confirmation | Sent when a member places an order through the Member Web Portal | Shopping Cart | Member registration | Email |

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| Related Documents |

[Customer Care Abbreviations, Definitions and Terms Index (017428)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=c1f1028b-e42c-4b4f-a4cf-cc0b42c91606)

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