

Sentara Health Plans mobile feed

We are excited to launch a new way for members to interact with us. We are partnering with our vendor, Relay, to launch the new mobile feed for Medicaid, Medicare, and all commercial lines of business.

1. What is the Sentara Health Plans mobile feed?

This is a social media-like feed, that provides you with personalized health plan information on benefits, incentives, resources, and more. It is available for all Sentara Health Plan members. The mobile feed is hosted by our vendor, Relay Network.

2. How do I get to my mobile feed?

You get to the mobile feed via text message. The text message is the “doorbell” that lets you know you have a message waiting. You will receive a text from the short code 52881 that contains a personal link to the secure mobile feed.

3. Do I have to give Sentara Health Plans my mobile phone number to use my mobile feed?

Yes. You cannot go to the mobile feed without giving us your mobile phone number. We already have mobile phone numbers on file for many members. If you are not sure if we have your number, sign in to your member portal and make sure all information is up to date. You can sign in at sentarahealthplans.com/signin and verify your preferences in the *My Profile* section.

4. Is my mobile feed private/confidential?

Yes. The text message gives you a link to a secure website where you get your mobile feed. The mobile feed is also Health Insurance Portability and Accountability Act (HIPPA) compliant.

5. What type of information will I find on my mobile feed?

You get health plan information that is specific to your plan and needs. It makes it easy for you to get information on benefits, incentives, resources, pharmacy tools, where to go for care, and more.

6. Do I have to download an app to get to my mobile feed?

No. You go directly to your mobile feed from the link in the text message you receive.

7. Do I have to log in to use my mobile feed?

No. The first time you go to the mobile feed you will be asked to enter your date of birth on a verification page. Once that is set up, you can go to the mobile feed anytime without having to verify your information, log in, or enter a password. If you encounter an error when entering your date of birth, you may have multiple members of your family listed under one phone number.

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8. Can I unsubscribe from text updates regarding my mobile feed?

Yes. There is an opt-out option on every text message sent to you. You need to reply "STOP" to opt out of texts. When you opt out of text messages, you will no longer have access to the mobile feed. If you would like to opt in at a later time, you can do so in the Sentara Health Plans Mobile App or member portal.

9. How does my mobile feed customize content for me?

The mobile feed is customized to you based on your specific health plan needs and services.

10. Is there an additional cost associated with my mobile feed?

No, this is a value-added service from Sentara Health Plans, provided at no cost to you.

11. Is there chat capability?

The mobile feed is a one-way channel and does not include chat. If you type in a question, the mobile feed will take you to resources related to that topic.

12. How long is the link in the text messages active for?

The link is active for 72 hours after you receive your text message. If you access the link after this timeframe, you may receive a notification that your link has expired. You can click the resend link button at the bottom of the screen, and you will receive a new text message with a new, personalized link to access your mobile feed.

13. Is this feed directly linked to the Sentara Health Plans Mobile App and member portal?

No, the mobile feed is separate from your Sentara Health Plans Mobile App and member portal. You can log in to your member portal using your existing credentials.