



## COMMUNITY CARE PLAN PARTNERS WITH HEALTHCROWD TO ENCOURAGE ENROLLEES TO GET HEALTHCARE THAT THEY NEED

*Mobile-Texting Technology Helps Enrollees Receive Preventative Health Services*

Sunrise, Fla. (October 18, 2016) - South-Florida-based **Community Care Plan (formerly South Florida Community Care Network)**, *the health plan with a heart*, is pleased to announce that it has partnered with **HealthCrowd**, a healthcare communications technology, in an effort to encourage its enrollees to receive recommended preventative health services and close gaps in their care to promote wellness. The HealthCrowd platform unifies, automates and optimizes multimodal communications to deliver personalized member engagement.

“At Community Care Plan, we are always looking to increase quality and provide our members with the most state-of-the-art tools and technologies, such as HealthCrowd, that can have a great impact on their health and well-being,” said John Benz, President and CEO of Community Care Plan. “HealthCrowd is a remarkable technology that will better help us to fill the gaps and encourage our members to seek out the healthcare that they need.”

Community Care Plan currently has a number of HealthCrowd campaigns in place, targeting its pediatric population by encouraging child and adolescent well visits, immunizations and dental care. Community Care Plan enrollees are enrolled in HealthCrowd campaigns based on their gaps in care. Enrollees or their parents/guardians receive text messages that explain the program and then advise them as to what services they are missing.

HealthCrowd is an interactive service, so recipients have the ability to respond back with keywords that can provide them with further assistance, such as finding a dentist near them or obtaining transportation. For enrollees who want to learn more about a particular topic, such as a specific immunization, they may be directed to “nano-sites” which are links to web based information that they can read and use to discuss with their provider. HealthCrowd also provides Community Care Plan with weekly reports to evaluate the success of the outreach and impact of this program. At any time, enrollees have the ability to opt out of the service as well as report they have obtained the recommended care.

Introduced in 2000, originally as South Florida Community Care Network, as the first safety-net, hospital-owned Provider Service Network (PSN), **Community Care Plan**, serves members enrolled in Medicaid, Children’s Medical Services Network and self-insured employee health plans. Headquartered in Sunrise, Florida, Community Care Plan is a partnership owned by Broward Health and Memorial Healthcare System and is led by healthcare industry veteran **John A. Benz, President & CEO** of the company.

Community Care Plan’s mission is to positively impact the health and welfare of those that the company serves. The organization’s health plans cover a wide range of health and medical services and offer an excellent choice of physicians and other benefits that help enrollees get and stay healthy. The non-profit organization is fully accredited by the Accreditation Association for Ambulatory Health Care (AAHHC) as a Health Plan and is currently the only remaining Provider Service Network in the state of Florida.

**About Community Care Plan (Community Care Plan is a MCP with a Florida Medicaid Contract)**

Launched in 2000 as the first safety-net hospital-owned Provider Service Network as South Florida Community Care Network, LLC (SFCCN), Community Care Plan is a Broward County health plan serving members enrolled in Medicaid, Children's Medicaid Services Network and self-insured employee health plans. Community Care Plan is a partnership fully owned and operated by Broward Health (North Broward Hospital District) and Memorial Healthcare System (South Broward Hospital District). The organization strives to promote healthy living by providing local access to a high standard of healthcare and educational resources throughout the community. By improving the quality of care for Medicaid recipients, Community Care Plan seeks to earn patient and customer satisfaction, enhance professional fulfillment and provide public service. Community Care Plan is accredited by the Accreditation Association for Ambulatory Health Care (AAAHC) as a Health Plan. For more information, please visit [www.CCPcares.org](http://www.CCPcares.org).

### **About HealthCrowd**

HealthCrowd is a truly unified, end-to-end communications platform for healthcare. This technology unifies, automates and optimizes multimodal communications to deliver personalized member engagement. By fusing healthcare domain expertise with ad analytics, HealthCrowd has pioneered dynamic content, language-appropriate translations for mobile messaging, and popularized the application of online advertising techniques like multivariate testing in member engagement. For more information, please visit [www.healthcrowd.com](http://www.healthcrowd.com).

Disclaimers: (1) "The benefit information provided is a brief summary, not a complete description of benefits. For more information, contact the Managed Care Plan." (2) "Limitations, copayments, and restrictions may apply." (3) "[Benefits, formulary, pharmacy network, premium and/or co-payments/co-insurance] may change." (4) Community Care Plan is a Managed Care Plan with a Florida Medicaid Contract.