

Highmark Enables Text Messaging Updates About COVID-19 for Highmark Delaware Members

As of March 23, 2020, Highmark Delaware launched a member mobile campaign to keep members current with news surrounding COVID-19. On March 23rd, Highmark sent an initial, secure mobile message to all members that provided valid phone numbers to Highmark. If a member responds to the mobile message and opts in, Highmark will be able to send further mobile messaging to that member.

Active members who are 18 years of age and older with a valid phone number will receive this message. Those members who are a part of the universal DO NOT CALL list will not receive this message.

