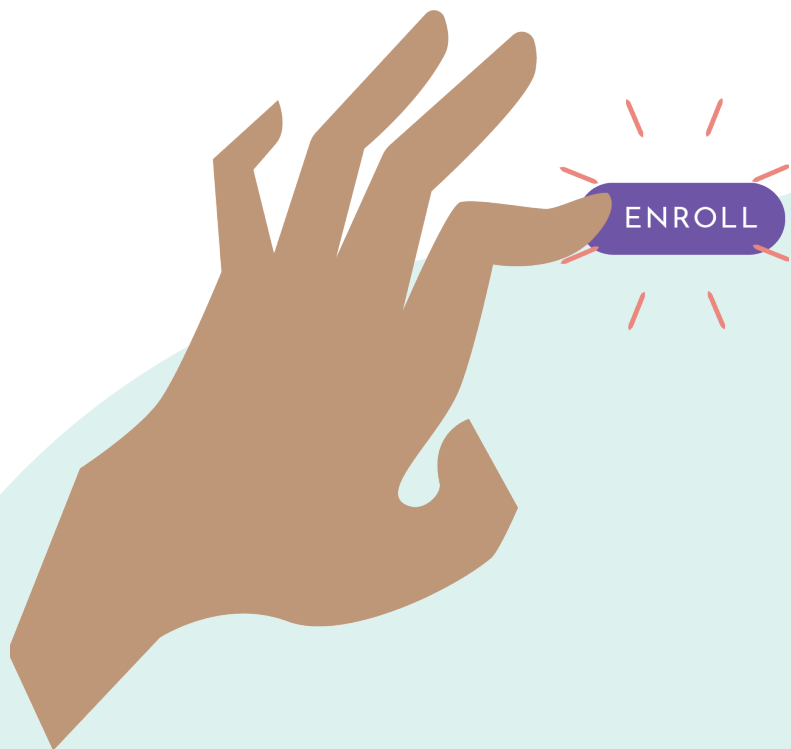




Aetna Better Health of Kentucky Enrollment Codes & Detailed Enrollment Overview



Enrollment Codes

Client Name: Aetna Better Health of Kentucky

What is a Pacify enrollment code?

This is a unique code enrollees enter during the Pacify app sign up process for free access to Pacify. This code allows Pacify to link that member to the Aetna Better Health of Kentucky services. This information will be included in the weekly enrollment report provided to the Aetna Better Health of Kentucky team.

Need a new Pacify enrollment code created?

Please contact support@pacify.com. If the code is for a new staff member please include the name, team and title of the staff member. If the code is for a new enrollment avenue please state the channel (e.g. newsletter). This usually takes 2 days.

Code	Code Description
AKYM1	Brochure, Flyer, Postcard
AKYE1	General member welcome email
AKYTEST	Test for Pacify Staff
AKYAdmin	Training for Aetna Better Health of KY Staff Members
AKYS	Aetna Better Health of KY Staff
AKYD1	Pacify run direct mailer campaign
AKYC1	Pacify run email campaigns
AKYT1	Pacify run SMS text messages
AKYX1	Pacify run MMS text messages
AKYI1	Pacify run MMS incentive
AKYI2	Pacify run email incentive
AKYI3	Pacify run direct mailer incentive

Detailed Enrollment Overview

STEP 1: Introduce Pacify

Pacify is a mobile app that provides video-enabled support from maternal health specialists - all at the touch of a button!



On-demand



Unlimited
calls



No cost



Bilingual

STEP 2: Assist in Account Creation

1. Help the participant download Pacify. It's available for free on both Apple and Android devices. Then, have them open Pacify.
2. Help the participant create an account. Select "Create an account" or "Don't have an account" at the bottom of the login screen. Then, have them enter an email address and password.
3. On the next screen, have the participant enter the appropriate sign-up code.
4. Assist the participant while they complete their profile.

STEP 3: Encourage a Welcome Call

1. Explain that lactation calls are video-enabled, just like FaceTime.
2. Instruct the participant to start a "test" call, by pressing the Lactation Consultant button.
3. Have the participant initiate the video call, ask any questions, and then leave feedback when done.