

Express Plus Medicare mobile app retirement – Guidance and tips

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How to update your content

To support your organisation in transitioning from the Express Plus Medicare mobile app to the myGov app, we've outlined key steps to help you review, update and align your existing communications with this change.

Step 1: Audit your existing materials

Review your materials for any mention of the Express Plus Medicare mobile app.

Common references to look out for include:

- Express Plus Medicare mobile app
- Download the Medicare app
- Use the Medicare app to claim
- Screenshots showing the Express Plus Medicare app interface
- Logos, icons or visual elements specific to the Express Plus Medicare mobile app.

These may appear in:

- Printed flyers or posters
- Webpages, videos or downloadable PDFs
- Email templates or automated comms
- Presentation slides or internal training materials
- Social media posts and tiles
- Client communications and newsletters.

Step 2: Update your content

Here are some recommended language changes to reflect the transition to the myGov app:

Old text	New suggested text
Download the Express Plus Medicare mobile app	Download the myGov app
Use the Medicare mobile app to claim	Use the myGov app to claim Medicare benefits
Log in to the Medicare mobile app	Sign in to the myGov app
Medicare digital card in the Express Plus Medicare mobile app	Your digital Medicare card in the myGov app wallet

Step 3: Update images and visuals

Visual consistency is essential. We recommend:

- removing any logos, icons, or images associated with the Express Plus Medicare mobile app
- using our official visual resources available in our eKits. We also have a myGov app video available on the [YouTube channel](#).

Step 4: Refresh your messaging

We recommend incorporating the following messages across your channels to support awareness and clarity:

- "The Express Plus Medicare mobile app will no longer be available from 1 November 2025"
- "Use the myGov app to access your Medicare services"
- "You can access Medicare and your other government services from one place: the myGov app."
- "Download the myGov app today. It's easy to get started"
- "Download the myGov app today. Secure and convenient access to myGov on your mobile"

If your organisation supports clients directly, you can also say:

- "Need help getting started? Go to **my.gov.au/app** for easy app setup steps and video guides"