KNOW WHERE TO GO FOR CARE PLAYBOOK

BlueKC.com/WTG

Live Healthy With Blue KC | Ka

Kansas City

Scan this QR code with your smartphone camera to download the **MyBlueKC** app.

Download on the App Store

GET IT ON Google Play

EMPLOYER HOW-TO GUIDE

A SIMPLE GUIDE ON HOW TO:

Empower your employees to make smarter and more cost-effective care decisions. Leverage this Blue KC *Know Where To Go For Care* Campaign, including touch points and a 4-week action plan, to educate your employees about their care options.

Getting the right care, at the right place and the right time can save you time, money and improve your overall health.

Visit BlueKC.com/WTG

Kansas City

KNOW WHERE TO GO FOR CARE PLAYBOOK

WHY THIS MATTERS TO YOUR EMPLOYEES

When employees are well-informed about where to go for appropriate care, it's not only good for their health – it can save them time and money.

With so many choices out there, how do you decide where to go for care? Together we can help your employees learn how to choose between their Primary Care Physician, Virtual Care, Retail Health Clinic, Urgent Care, or the Emergency Room/Community Hospitals.

WHAT HAPPENS WHEN YOU UNDERSTAND ALL YOUR CARE OPTIONS?

When you have a plan in place before you actually need care, you're on the way to making smarter healthcare decisions — today and down the road.

Primary Care Doctor
$

The go-to place for managing your healthcare. Your primary care doctor monitors your overall health and should help coordinate all the care you receive. Because your doctor knows your medical history best, it's always a good idea to consult with him/her before seeking alternate care. **Note:** a lot of primary care offices now offer extended hours certain days of the week.

Virtual Care
$$

Mobile technology makes care more accessible than ever. **You can have a video visit with a doctor or behavioral healthcare provider right from home or wherever you are.** All you need is a smartphone, tablet or computer – and you can either download the MyBlueKC mobile app, or visit BlueKCVirtualCare.com.

Retail Health Clinic
$$$

Located within retail stores, these health centers are designed to handle minor non-emergent health issues at your convenience. Retail health clinics are typically staffed by licensed nurse practitioners, physician's assistants, and in some instances, physicians.

Urgent Care
$$$$

Immediate care for pressing, but not life-threating, conditions. In some communities, urgent care facilities are open 24/7. The wait time is shorter than an emergency room.
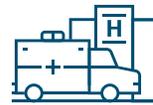
Emergency Room/ Community Hospital
$$$$$

Immediate care for life-threatening emergencies. Always go to the emergency room if your health is in danger or call 911. However, for less severe injuries or illnesses, the ER can be expensive and wait times can average over 4 hours.

Smaller community/neighborhood hospitals are becoming more common, and they may advertise both "emergency" and "urgent" care. However, emergency room rates are generally charged for any type of visit at these facilities.

WHAT EMPLOYEES NEED TO KNOW: The Emergency Room should be reserved for true emergencies – not for treating things like upper respiratory infections, UTIs, headaches, back pain, tooth aches, and sinus infections. Proper use of the ER will prevent high-cost spending and unnecessary exposure to hospital-acquired conditions.

Kansas City

CAMPAIGN ACTION PLAN

Blue KC looks forward to helping you educate your employees on how to seek appropriate care for their specific needs. This suggested 4-week campaign makes it easy for you to implement.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY

WEEK 1

EMAIL & FLYER DELIVERED TO MANAGERS AND SUPERVISORS
(INCLUDES LINK TO KNOW WHERE TO GO FOR CARE VIDEO)

EMAIL & FLYER DELIVERED TO EMPLOYEES ANNOUNCING PROGRAM
(INCLUDES LINK TO KNOW WHERE TO GO FOR CARE VIDEO)

WEEK 2

POSTER & POWERPOINT PRESENTATION FOR COMPANY MEETING

WEEK 3

EMPLOYEE DESK DROP DISTRIBUTED TO EMPLOYEES

WEEK 4

EMAIL REMINDER DELIVERED TO EMPLOYEES

Kansas City

CAMPAIGN MATERIALS

WEEK 1

○ **EMAIL AND FLYER TO MANAGERS AND SUPERVISORS**
DOWNLOAD

Reach out to managers and supervisors to provide them with advance notice of this *Know Where To Go For Care* campaign.

○ **EMAIL AND FLYER TO EMPLOYEES**   DOWNLOAD

Created for employees, with an optional attachment recommended to the *Know Where To Go For Care* flyer, as an introduction to help them choose the right care for their specific needs.

* Here is the direct link to the video: OPEN VIDEO

WEEK 2

○ **POSTERS** DOWNLOAD

Hanging a poster in a high-traffic location like the breakroom or kitchen, or linking to this on your intranet, is a simple, hands-free way to educate employees about the importance of making more informed care decisions.

○ **POWERPOINT PRESENTATION FOR A COMPANY MEETING**   DOWNLOAD

Using a well-crafted presentation is an opportunity to explain the benefits of *Know Where To Go For Care* and answering questions your employees may have about their care options.
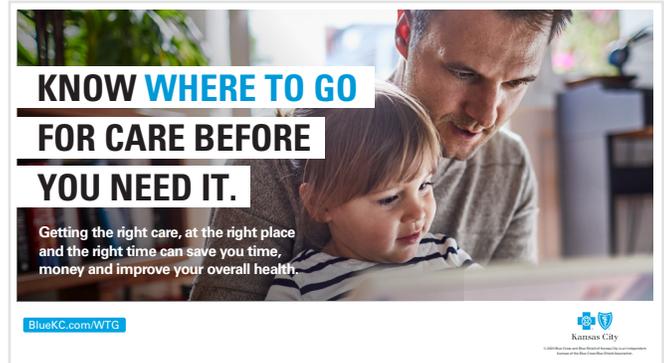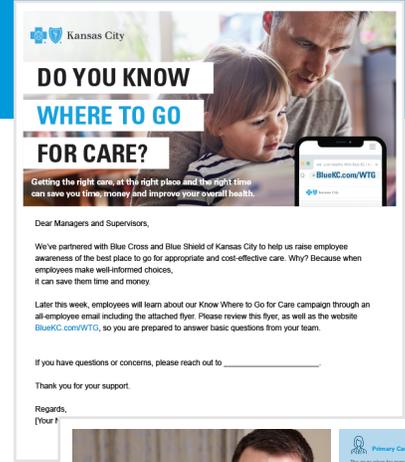
CAMPAIGN MATERIALS

WEEK 3

○ **EMPLOYEE DESK DROP**   DOWNLOAD

Delivering a postcard directly to each employee at their desk, or placing in their workplace mail stop, will reinforce the *Know Where To Go For Care* campaign and drive the employee to visit BlueKC.com/WTG for more information.

● **PRINTING RECOMMENDATION**

We recommend engaging a third-party printer who can print bleeds (to the edge of the paper), such as FedEx Office or Staples.
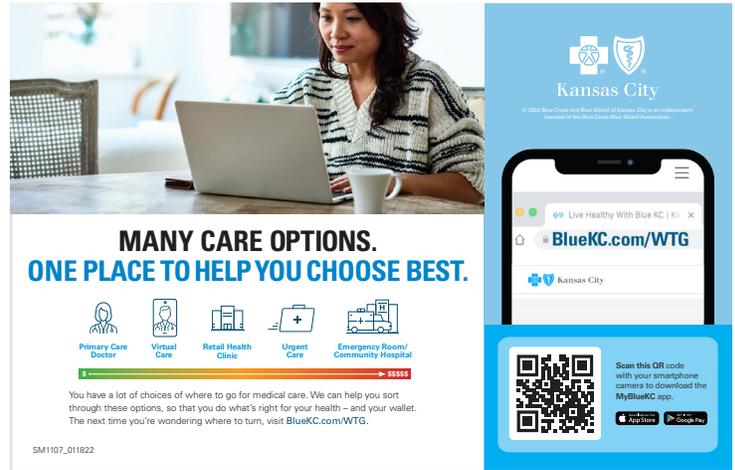
WEEK 4

○ **EMPLOYEE EMAIL REMINDER**   DOWNLOAD

As the final touch point in the *Know Where To Go For Care* campaign, this email should be sent to all employees, reminding them to visit BlueKC.com/WTG for more information about their care options.

WE'RE ALWAYS HERE TO HELP.

If you have questions, or would like to further discuss how to make this campaign successful with your employees, please contact your broker or Blue KC representative.

Kansas City