



## Make paper a thing of the past

The member guide is a go-to source for your employees' Blue Cross and Blue Shield of Kansas City (Blue KC) health plan—including coverage, tips and tools, and an overview of programs. Help them access this wealth of information instantly with a digital option. And help yourself by making the process of sharing this guide efficient and simple. It's a win-win

Login to [MyBlueKC.com](https://www.MyBlueKC.com) for more information about specific plan details.

### REASONS TO GO DIGITAL

#### For employers:

- Rely less on printed booklets
- Worry less about storing materials
- Feel good about a green option
- Share via one URL or QR code for easy access

#### For employees:

- Easy, user-friendly access to the member guide all year long
- Search the document via digital search functions
- Bookmark and save a link to the member guide





## Key messaging

The resources in this toolkit will help you communicate the following to your employees:



Convenience of a digital guide to save or complete a quick search



Easy access to the member guide all year long



Awareness of the tools, resources, and health programs Blue KC offers



Custom reminders about open enrollment and to begin browsing health plan options for the next year

## Everything you need to get your people what they need



### Email to employees [[Download](#)]

This email spotlights the digital member guide to employees, reminds them they can access important information about their health plan, and links them to the Blue KC member portal which features helpful tools, resources, and programs.



### Leave behind card [[Download](#)]

This postcard can be left at HR meetings, including those discussing open enrollment. It serves as a reminder to employees to access their member guide digitally - via a QR code - and lists benefits.



### Intranet graphic [[Download](#)]

This graphic is just another way to meet your employees where they are. It serves as a reminder about the convenience of the Blue KC digital member guide and provides a link to the Blue KC member portal.

## We're always here to help

If you have questions or want to discuss successfully going digital with your member guide, please contact your Blue KC representative.

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