

MY HEALTH PROGRAMS PLAYBOOK

EMPLOYER HOW-TO GUIDE

A SIMPLE GUIDE ON HOW TO:

Support employees, no matter where they are in their health journeys. With the Blue KC My Health Programs Campaign, you can make employees aware of the variety of programs available with their health plan. This easy-to-implement campaign includes a 4-week action plan with multiple touch points.

Whether your employees are focused on getting healthier, are living with a chronic condition, or are facing a serious health challenge, Blue KC is here to offer support, and help them improve their overall health and well-being.

Visit BlueKC.com/myhealth



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WHY DOES THIS MATTER TO YOUR EMPLOYEES?

Once employees know what kinds of health programs are available to them, they can access resources that may help them improve their health and well-being. They can also find support when they need it from highly-trained professionals.

Blue KC offers a myriad of health programs and resources to support employees throughout their health journeys. Because we want to be sure they know where to turn for the care they need whenever they need it.



HEALTH PROGRAMS FOR EVERY STAGE OF LIFE.

Maybe you want to stay healthy. Maybe you're trying to get healthy. Or perhaps you're living with a chronic condition or serious illness. No matter where you are in life, Blue KC is there.

We strive to match our members with tools and resources that help them navigate what can often feel like a complex healthcare system.



WHOLE PERSON HEALTH SUPPORT

Find actionable ways that empower you to improve or manage your health.

- ▶ **Mindful by Blue KC** - Support for stress, depression, anxiety, grief, substance use, and other psychological concerns.
- ▶ **A Healthier You™** - Take control, stay on course in your health journey, and earn chances to win great prizes.
- ▶ **Blue365®** - Makes living well more affordable with year-round discounts and exclusive offers.
- ▶ **Lifestyle Program Benefit** - Find steps and tools that can help you in your quest to lose weight and feel your best.



CHRONIC CONDITIONS

Lean on specialized Blue KC nurses and programs to help you manage your current health and find tools that may help avoid future problems.

- ▶ **Diabetes Self-Management** - Provides a simple-to-use glucose meter with real-time support, plus unlimited strips and lancets.
- ▶ **Chronic Condition Management** - Help to manage your condition every step of the way.



COMPLEX CARE

Compassionate support from a highly-trained staff means you won't have to navigate the system alone.

- ▶ **Oncology Support** - A team in your corner to help you through the fight.
- ▶ **Complex Case Management** - Specialized programs for high-risk maternity, traumatic brain injury, and transplant surgery.
- ▶ **Transitions of Care Program** - Get assistance moving from a healthcare setting back home.
- ▶ **Advanced Illness Program** - Compassionate support for life's toughest moments.



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CAMPAIGN ACTION PLAN

Blue KC looks forward to helping you teach your employees about the various health programs that can make a difference not only every day, but over the course of their lives. This suggested 4-week campaign is easy to implement.

MONDAY

TUESDAY

WEDNESDAY

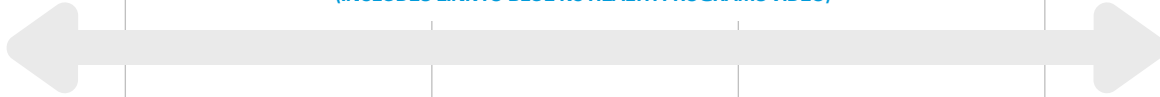
THURSDAY

FRIDAY

WEEK 1

EMAIL TO MANAGERS AND SUPERVISORS

(INCLUDES LINK TO BLUE KC HEALTH PROGRAMS VIDEO)



EMAIL & FLYER ATTACHMENT TO EMPLOYEES ANNOUNCING PROGRAM

(INCLUDES LINK TO BLUE KC HEALTH PROGRAMS VIDEO)

WEEK 2

POSTER & POWERPOINT SLIDE SHOW FOR COMPANY MEETING



WEEK 3

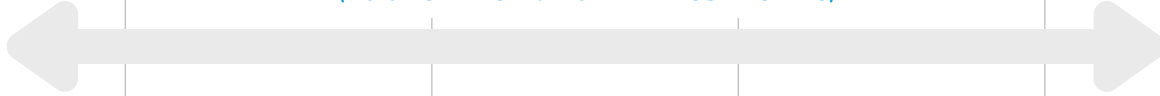
EMPLOYEE DESKDROP PRINTED OUT FOR EMPLOYEES



WEEK 4

EMAIL REMINDER OUT TO EMPLOYEES

(INCLUDES LINK TO BLUE KC HEALTH PROGRAMS VIDEO)



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MY HEALTH PROGRAMS PLAYBOOK

CAMPAIGN MATERIALS

WEEK 1

○ EMAIL AND FLYER TO MANAGERS AND SUPERVISORS

Reach out to managers and supervisors to provide them with advance notice of this My Health Programs Playbook Campaign, as well as a link to watch a video highlighting the programs available.

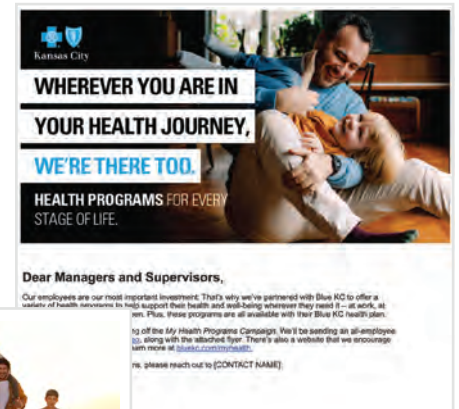
Here is the direct link to the video: [OPEN VIDEO](#)

○ EMAIL AND FLYER TO EMPLOYEES

Created for employees as an introduction to help them understand the variety of health programs available with their health plan. Includes a flyer to attach, as well as link to watch a video on My Health Programs.

Here is the direct link to the video: [OPEN VIDEO](#)

[DOWNLOAD](#)



WEEK 2

○ POSTER

Hanging a poster in an high employee traffic location, like the office breakroom or kitchen, is a simple hands-free way to provide an overview of My Health Programs and invite them to visit bluekc.com/myhealth for more information.



○ POWERPOINT PRESENTATION FOR A COMPANY MEETING

Using a well-crafted presentation is an opportunity to explain the benefits of participating in member health programs. Use the My Health Programs Playbook as a platform to answer questions your employees may have.

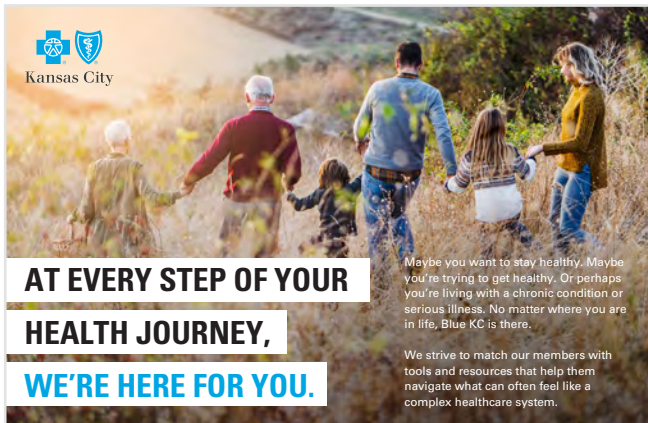


CAMPAIGN MATERIALS

WEEK 3

○ EMPLOYEE DESK DROP DOWNLOAD

Delivering a postcard directly to each employee at their desk will reinforce the My Health Programs campaign and drive the employee to visit bluekc.com/myhealth for more information.



● PRINTING RECOMMENDATION

We recommend engaging a third-party printer who can print bleeds.



WEEK 4

○ EMPLOYEE EMAIL REMINDER DOWNLOAD

As the final touch point in the My Health Programs Playbook Campaign, this email should be sent to all employees, reminding them to visit bluekc.com/myhealth for more information about their member health programs.



WE'RE ALWAYS HERE FOR HELP.

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