



Kansas City

Blue KC Care Management App Employer Toolkit

Blue Cross and Blue Shield of Kansas City (Blue KC) makes it easy to help your employees keep their health on track. Connect them to our local Blue KC Care Team today via the Blue KC Care Management app for help managing a condition (such as diabetes, asthma or cancer), accessing maternal health support, losing weight, quitting smoking, managing pain, and more.

Ready to get started? This toolkit includes messaging and collateral that can be used both digitally and offline to help you promote this benefit to your employees.

The Blue KC Care Management app is available to Blue KC members and allows them to connect with their own Care Team to manage health needs in between doctor's visits. Members can use the app to:

- Securely message a Blue KC Care Team member for assistance with coordinating care.
- Get a personalized daily checklist to help reach health goals.
- View clinically approved articles and videos relevant for their unique health needs.
- Track progress towards their personal health goals, from daily steps to medication reminders.
- Explore a curated selection of exclusive perks and discounts from local and national brands.

Please reach out to your Blue KC sales representative or broker for any questions about the Blue KC Care Management app.

This toolkit includes:

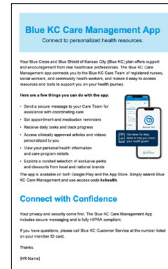


Employee Flyer

Explains the purpose of the app and how to download

Use: Open enrollment, welcome packets, office bulletins, etc.

DOWNLOAD



Email Copy

Provides a customizable base to help you share information about the app with employees

Use: All employee emails

DOWNLOAD



Employee Poster

Highlights the benefits of the app and how to download

Use: Shared spaces like elevators and break rooms

DOWNLOAD



Employee Slide

Provides an overview of how the app works, what's included, and how to gain access

Use: Presentations to employees

DOWNLOAD



FAQs

Answers commonly asked questions about the app

Use: HR education

DOWNLOAD