

COMMUNITY HEALTH PLAYBOOK

PROMOTING HEALTH EQUITY IN THE WORKPLACE



EMPLOYER HOW-TO GUIDE

Blue Cross and Blue Shield of Kansas City (Blue KC) is dedicated to promoting health equity and supporting the wellness of the members and families we serve. We have developed the Community Health Playbook to help you distribute the following programs to your employees.

Collection of Members' Demographic Data:

Blue KC believes all members should have access to quality, equitable care. As part of Blue KC's commitment to health equity, we are collecting self-reported demographic information, including race, ethnicity, gender identity, and disability status, through the Blue KC member portal at member.bluekc.com/profile/demographics. This data will help to measure, understand, and reduce inequities in healthcare, and will be used to improve and develop our programs and services.

Determinants of Health Survey:

Promoting health equity is good for business. Research shows that reducing disparities in health among your

employees can improve productivity and lower healthcare costs.* One of the most effective ways to impact health equity is to address the determinants of health of your employees, including access to affordable housing, nutritious food, etc.

Blue KC's Community Health Team developed the Determinants of Health Survey to help provide a better understanding of the determinants of health impacting your workforce and guide your employees to resources for assistance that they can self-navigate. The insights will help Blue KC work toward improved health outcomes through new and refined programs and strategies to meet our members' needs. **The survey is voluntary, de-identified and confidential.**



COMMUNITY HEALTH PLAYBOOK

*Source: <https://www.medicalnewstoday.com/articles/social-determinants-of-health>

WHY DOES THIS MATTER TO YOUR EMPLOYEES?

Let your employees know that you care about their health and well-being. By participating in these programs, they can share insights that can help drive change in areas that matter most to them.

The responses can be used to better understand their needs, connect them to existing resources, and help develop programs, resources and tools designed to address those needs.

CAMPAIGN ACTION PLAN

To make sure we're able to gather as much meaningful information as possible, we've created this easy-to-implement action plan.



1. SEND MANAGERS AND SUPERVISORS AN EMAIL INTRODUCING THE PROGRAMS.



2. SEND EMPLOYEES A GET-STARTED EMAIL.



3. SEND EMPLOYEES A REMINDER EMAIL.



4. SEND EMPLOYEES A THANK YOU EMAIL.



Kansas City

COMMUNITY HEALTH PLAYBOOK

CAMPAIGN MATERIALS

INSTRUCTIONS FOR EMPLOYERS

You will find our suggested campaign assets in the following files. After downloading, simply copy and paste the content into Microsoft Outlook. If you're using another email distribution method, some reformatting may be required.

When copying and pasting the content, we recommend you keep the source formatting. Find tips on formatting [here](#).

We recommend formatting the email text body copy to the following styles: Arial, regular 12pt, black text color: #000000, blue text color: #009bd6.

For information on how to send a bulk email to multiple contacts through Outlook please reference this [guide](#).

WE'RE ALWAYS HERE TO HELP.

Please reach out to your Blue KC sales representative with any questions about this campaign.

If you have an employee who would benefit from connecting with resources dedicated to financial assistance, food insecurity, or reduced-cost assistance, the following resources are available:


Blue KC Customer Service:
888-989-8842

Community Support Tool:
communitysupport.bluekc.com

EMAIL TO MANAGERS AND SUPERVISORS

DOWNLOAD

This email notifies managers and supervisors that your company will soon be distributing a request for Blue KC members to self-report demographic data and complete the Determinants of Health Survey.



A LINK TO BETTER UNDERSTANDING.

Our health insurance provider, Blue Cross and Blue Shield of Kansas City (Blue KC) has recently shared programs developed by its Community Health Team meant to improve the quality of care for the members they serve.

We will soon be distributing information about these programs to our employees who are enrolled in a Blue KC health plan.

1. Request for Members to Self-Report Demographic Data

<INSERT EMPLOYER> and Blue KC believe that all members should have access to quality, equitable care. As part of this commitment, Blue KC is collecting self-reported demographic information, including race, ethnicity, gender identity, and disability status, through the Blue KC member portal at member.bluekc.com/askforhelp/demographics. This vital data will help to measure, understand, and reduce inequities in healthcare, and will be used to improve and develop programs and services. We are asking employees to submit this information by **<INSERT DATE>**.

2. Determinants of Health Survey

As **<INSERT EMPLOYER>**, we believe that promoting health equity is good for business. Research shows that reducing disparities in health among employees can improve productivity and lower healthcare costs. One of the most effective ways we can impact health equity is to address the determinants of health of our employees. Limited access to affordable housing, nutritious food, transportation and childcare, and the health of loneliness and isolation can affect health and well-being. These factors can play a larger role in contributing to health outcomes than medical care itself.

Blue KC has developed a voluntary, de-identified, confidential Determinants of Health Survey designed to help us better understand challenges impacting our workforce. The findings will also help guide Blue KC's work as they collaborate with healthcare professionals and community organizations to develop and advance programs that address determinants of health.

<INSERT EMPLOYER> will be sending this survey to all employees on **<INSERT DATE>**. The completion deadline is **<INSERT DATE>**.


I'm happy to answer any questions you may have, or to provide any additional information you may need.

Sincerely,
<HR MANAGER>

GET STARTED EMAIL TO EMPLOYEES

DOWNLOAD

This email asks employees to self-report demographic information through their Blue KC member portal and introduces the Determinants of Health Survey along with a link to complete it.



WE'RE HERE TO SUPPORT YOU.

YOUR INSIGHTS ARE IMPORTANT AND WILL LEAD TO CHANGE.

<INSERT EMPLOYER> is dedicated to promoting health equity and supporting the wellness of our employees and their families. In partnership with our health insurance provider, Blue Cross and Blue Shield of Kansas City (Blue KC), we are excited to share the following opportunities with you.

1. TAKE ACTION NOW! Manage Your Demographics on MyBlueKC.com

<INSERT EMPLOYER> and Blue KC believe that you—and all Blue KC members—should have access to quality, equitable care.

As a part of this commitment, Blue KC is collecting self-reported demographic information, including race, ethnicity, gender identity, and disability status. Please visit member.bluekc.com/askforhelp/demographics and log in to complete this request. If you prefer not to share this information, you may select "Prefer not to answer." Please complete this by **<INSERT DATE TWO WEEKS AFTER THE SEND DATE>**.

Providing this information will help Blue KC improve the quality of care for everyone it serves. For example, your responses can be used to develop new care options to help meet different needs, including provider preference matching. Your responses are vital and we appreciate your commitment to reducing inequities in access and care!

2. Complete the Determinants of Health Survey

As **<INSERT EMPLOYER>**, we believe in taking care of you—both professionally and personally. We care about the issues that could affect your health and well-being, including access to affordable housing, nutritious food, transportation, childcare, and feelings of loneliness and isolation. These factors play a large role in contributing to your overall health—even more so than medical care itself.

Blue KC has created a voluntary, de-identified, confidential Determinants of Health Survey. After you complete the survey, you will receive an email containing a link to the Community Support Tool that will populate with custom results to connect you to services in your neighborhood.

The information collected through the survey will guide Blue KC as it connects members to resources, creates effective programs, and helps improve members' overall health.

You can access the survey [here](https://member.bluekc.com/askforhelp/demographics). To identify your employer, type **<INSERT EMPLOYER GROUP NUMBER PROVIDED BY YOUR BLUE KC SALES REPRESENTATIVE>** in the Employer Group Number field. Please be sure to complete and submit the survey by **<INSERT DATE TWO WEEKS AFTER THE SEND DATE>**.

The survey itself should take approximately five to seven minutes to complete. And again, your responses are voluntary, de-identified and confidential, meaning **<INSERT EMPLOYER>** will not be able to associate your answers with your name.

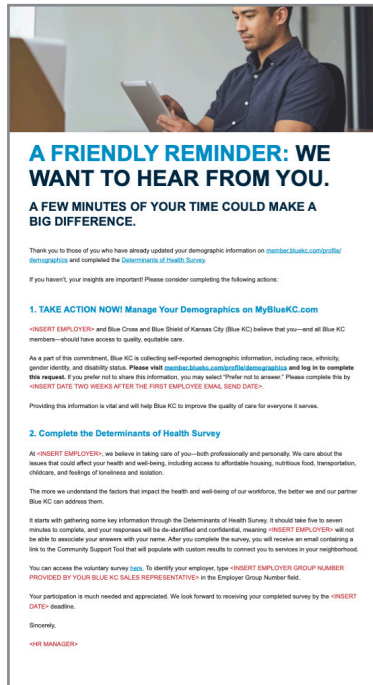
If you have any questions or concerns, please don't hesitate to reach out.

Sincerely,
<HR MANAGER>

REMINDER EMAIL TO EMPLOYEES

DOWNLOAD

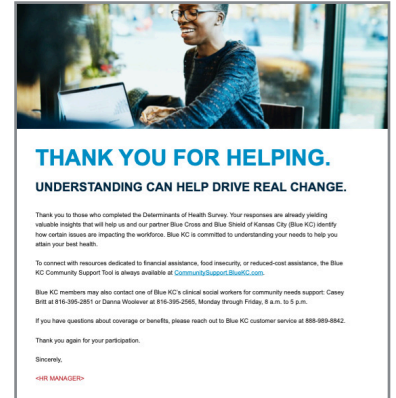
This email serves as a reminder that employees can make their voices heard in this important space. It highlights why self-reporting demographic information and completing the survey really matters to employees, the organization and Blue KC. Employees are also reminded that the deadline to complete the survey is quickly approaching.



THANK YOU EMAIL TO EMPLOYEES

DOWNLOAD

The final email thanks employees for completing the survey. It also re-emphasizes the important role they play in identifying and addressing determinants of health they may be facing.



WE'RE ALWAYS HERE TO HELP.

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Blue KC Customer Service:
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ADDITIONAL COMMUNITY HEALTH RESOURCES

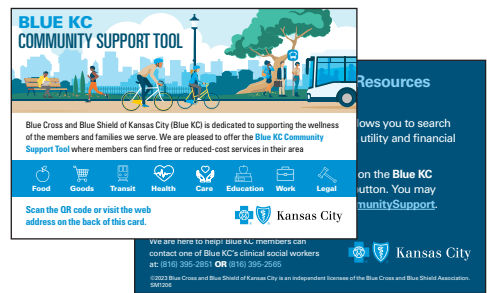
COMMUNITY SUPPORT TOOL

Blue KC's Community Support Tool quickly connects people with the services they need, including access to food, housing, utility and financial assistance, transportation, job training and more. It is easy to use and is available to anyone who needs it at communitysupport.bluekc.com.

The following resources are available to share with your employees:

RESOURCE CARD

DOWNLOAD



RESOURCE FLYER

DOWNLOAD



BLUE TO YOU WELLNESS VAN



Blue KC and the Blue to You wellness van travel to Kansas City-area communities encompassing its 32-county service area to help support Blue KC members, their families, Spira Care patients and the broader community by providing education outreach, health promotion, and helping ensure equitable access to health resources.

The Blue to You van can come to your office, too!

Healthcare is important, but without the proper education and information, employees may not be motivated to seek care. Beginning later this year, Blue KC and the Blue to You van will make on-site visits to engage your employees, provide education around preventive care and chronic conditions, and perform basic health screenings.

Interested in a visit from the Blue to You van? Reach out to your Blue KC sales representative.