



BLUE KC MEDICARE PLAYBOOK

EMPLOYER HOW-TO GUIDE

A SIMPLE GUIDE ON HOW TO:

Share important Medicare details with your employees. This playbook includes a variety of tools and resources to help ensure your employees feel informed and confident about decisions they'll be making for themselves or helping loved ones make when it comes to Medicare.

Visit mabluekc.com/learnmore today for more information.



Kansas City

WHY THIS MATTERS TO YOUR EMPLOYEES

Medicare is complex. By understanding the benefits, options and decisions to be made, your employees can help themselves or their loved ones make a smooth and confident transition to Medicare.

Even if your employees plan to work past 65, they have important choices to make and steps to take. Medicare alone won't cover all their healthcare costs. These Blue KC resources will help answer their questions and help them choose the right Medicare solution for themselves or their loved ones.

WHAT EMPLOYERS CAN DO

At Blue Cross and Blue Shield of Kansas City (Blue KC), your employees' health and satisfaction are our highest priorities – today and in the years ahead.

This playbook will provide key information and resources for you to leverage when talking to your employees about Medicare. They've trusted the benefits you've offered in partnership with Blue KC. And, as they approach 65, they can look to the future with confidence, knowing they'll be able to continue to enjoy coverage and service they've come to expect.

KEY MESSAGING

To help your employees understand Medicare, here are the key components we will help you communicate:

- What Medicare covers
- Why most people choose additional coverage
- When to enroll in Medicare
- How Blue KC can help

ADDITIONAL INFORMATION

While the resources we're providing will give you high-level details to start a Medicare conversation with your employees, or help answer questions they might have, Blue KC is always here to provide more detailed and personalized information, as well. All materials we've created will guide your employees to mabluekc.com/learnmore where they can find more Medicare resources and information.

PLAYBOOK MATERIALS

EMAIL TO MANAGERS AND SUPERVISORS [DOWNLOAD](#)

INCLUDES LINKS TO FLYER, FAQs AND VIDEO

Reach out to managers and supervisors to let them know of the resources available with this playbook. The email includes a flyer and FAQs that can be shared, as well as a link to a video with additional Medicare details.

EMAIL TO EMPLOYEES [DOWNLOAD](#)

INCLUDES LINKS TO FLYER, FAQs AND VIDEO

Created for employees as a high-level overview with some key considerations when it comes to Medicare, this suggested email copy includes a flyer and FAQs that can be shared, as well as a link to a video with additional Medicare details.

The collage features three documents. The top document is titled 'ANSWERS TO FREQUENTLY ASKED QUESTIONS ABOUT MEDICARE' and lists several questions and answers regarding enrollment and costs. The middle document is a flyer titled 'MAKE THE MOVE TO MEDICARE. SIMPLY. SMOOTHLY. CONFIDENTLY.' which outlines three steps: 1. Understand Medicare, 2. Know when to enroll, and 3. Get the trusted answers you need. The bottom document is a '2022 STEP-BY-STEP GUIDE TO MEDICARE' which includes a photo of a couple walking a dog and a photo of a man at a market.

INTRANET CONTENT TO SHARE MEDICARE DETAILS AND RESOURCES [DOWNLOAD](#)

Post information internally so that employees can access important Medicare resources when the time is right. Materials include the FAQs, video, a step-by-step guide to Medicare, access to online seminars and more.

POWERPOINT PRESENTATION SLIDES FOR COMPANY/BENEFITS MEETING [DOWNLOAD](#)

Leveraging a well-crafted presentation is a great way to provide an overview on Medicare for your employees, and answer questions they might have.

This collage includes the same three documents as the previous block: the 'ANSWERS' document, the '2022 STEP-BY-STEP GUIDE TO MEDICARE' document, and a video thumbnail showing a woman smiling in a kitchen setting.

The video thumbnail features a woman in a light blue shirt standing in a grand, ornate building. The text 'MAKE THE MOVE TO MEDICARE' is at the top, and 'Simply. Smoothly. Confidently.' is in a blue banner at the bottom. The Kansas City logo is in the bottom right corner.

NOTE: If you are interested in a Blue KC Medicare expert hosting a live meeting or a webinar for your employees, please email _GroupMedicare@bluekc.com.

WE'RE ALWAYS HERE FOR HELP.

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