

MINDFUL BY BLUE KC PLAYBOOK



EMPLOYER HOW-TO GUIDE

A SIMPLE GUIDE ON HOW TO:

Reduce the stigma surrounding behavioral health and encourage your employees to reach out for help. Leverage this Mindful by Blue KC Playbook Campaign, including touch points and a 4-week action plan, to increase employee awareness of the services, tools and resources available to them.

**WHEN WE ADDRESS
BEHAVIORAL HEALTH,
WE CAN IMPROVE
OVERALL HEALTH.**

Visit MindfulBlueKC.com



Mindful
By Blue KC

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WHY THIS MATTERS TO YOUR EMPLOYEES

Many employees live with a behavioral health condition, and yet don't get the care they need. This can have a devastating impact on the quality of both their personal and professional lives.

At Blue KC, we care about what you care about: your people. Our new and enhanced Mindful by Blue KC services make behavioral health more affordable and accessible. And it all starts with the Mindful Advocate. One phone call to a Mindful Advocate can change a person's life.



A MINDFUL ADVOCATE IS JUST A CALL AWAY, 24/7

In a unique role to Blue KC, our Mindful Advocates are licensed behavioral health clinicians who match members to providers and guide care plans — a single point of contact for:

- Listening
- Navigating care
- Crisis management
- Benefits guidance
- Connecting you to care
- Follow-up

Call **833-302-MIND (6463)**, or call the behavioral health number on the back of your member ID card.

Behavioral Health Services **FOR THE WHOLE YOU**

No matter what you're facing, the right treatment is the key to getting back in control. Mindful by Blue KC services include:



Well-Being Resources

Get help with major life events (i.e. divorce), stress, financial issues, childcare and other everyday challenges.



Online Therapy

Text or schedule a live chat, phone or video therapy session for help with conditions like depression, anxiety and stress.

(for short-term therapy only and accessible as part of your Well-Being Resources).



Blue KC Virtual Care App

Schedule a video visit with a behavioral health therapist right from the comfort of home.



Online Self-Guided Tools

Find helpful tools to address depression, anxiety, stress, substance use, chronic pain, sleep challenges and more.



Expedited Access Network

Access team support to find the earliest possible behavioral health appointment if you are experiencing a crisis.



Managed Behavioral Health

Get help identifying in-network providers by type and specialty that best for your behavioral health needs.

Blue KC members will pay for services as outlined in their plan benefits. Normal cost-sharing and out of pocket maximum limits will apply.



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CAMPAIGN ACTION PLAN

No more barriers. Blue KC is here to help you meet your employees where they are and encourage them to face any behavioral health issues head on. You'll find this 4-week campaign easy to implement.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

WEEK 1

EMAIL & FLYER DELIVERED TO MANAGERS AND SUPERVISORS (INCLUDES LINK TO MINDFUL BY BLUE KC VIDEO)

EMAIL & FLYER DELIVERED TO EMPLOYEES ANNOUNCING PROGRAM (INCLUDES LINK TO MINDFUL BY BLUE KC VIDEO)

WEEK 2

POSTER & POWERPOINT PRESENTATION FOR COMPANY MEETING

WEEK 3

EMPLOYEE DESK DROP DISTRIBUTED TO EMPLOYEES

WEEK 4

EMAIL REMINDER DELIVERED TO EMPLOYEES



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CAMPAIGN MATERIALS

WEEK 1

○ EMAIL AND FLYER TO MANAGERS AND SUPERVISORS [DOWNLOAD](#)

Reach out to managers and supervisors to give them advance notice of this *Mindful by Blue KC* campaign. Includes a link to watch a video on Mindful by Blue KC.*

○ EMAIL AND FLYER TO EMPLOYEES [DOWNLOAD](#)

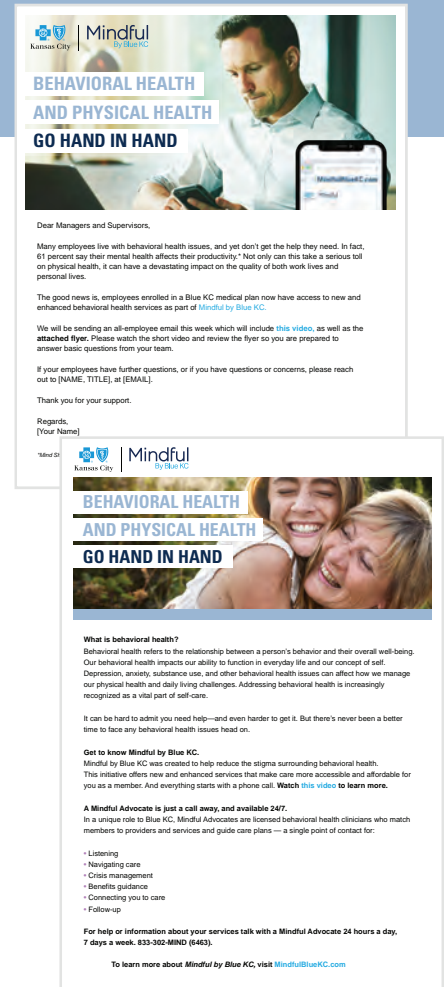
Created for employees, with an optional attachment recommended to the *Mindful by Blue KC* flyer, as an introduction to becoming more mindful of their behavioral health. Includes a link to watch a video on Mindful by Blue KC.*

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

WEEK 2

○ POSTER [DOWNLOAD](#)

Hanging a poster in a high-traffic location like the breakroom or kitchen, or linking to this on your intranet, is a simple, hands-free way to educate employees about the importance of taking better care of their behavioral health.



○ POWERPOINT PRESENTATION FOR A COMPANY MEETING [DOWNLOAD](#)

Explaining the services of *Mindful by Blue KC* through a well-crafted presentation is the perfect opportunity to raise awareness about unmet behavioral health needs.



CAMPAIGN MATERIALS

WEEK 3

○ EMPLOYEE DESK DROP [DOWNLOAD](#)

Delivering a postcard directly to each employee at their desk, or placing in their workplace mail stop, will reinforce the *Mindful by Blue KC* campaign and drive the employee to visit [MindfulBlueKC.com](https://www.MindfulBlueKC.com) for more information.



● PRINTING RECOMMENDATION

We recommend engaging a third-party printer who can print bleeds (to the edge of the paper), such as FedEx Office or Staples.

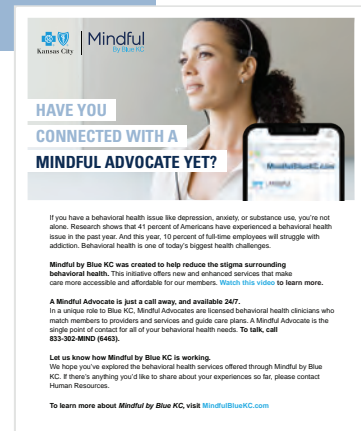


WEEK 4

○ EMPLOYEE EMAIL REMINDER [DOWNLOAD](#)

As the final touch point in the *Mindful by Blue KC* campaign, this email should be sent to all employees, reminding them to visit [MindfulBlueKC.com](https://www.MindfulBlueKC.com) for more information about the behavioral health services available to them. Includes a link to watch a video on Mindful by Blue KC.*

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



WE'RE ALWAYS HERE TO HELP.

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



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