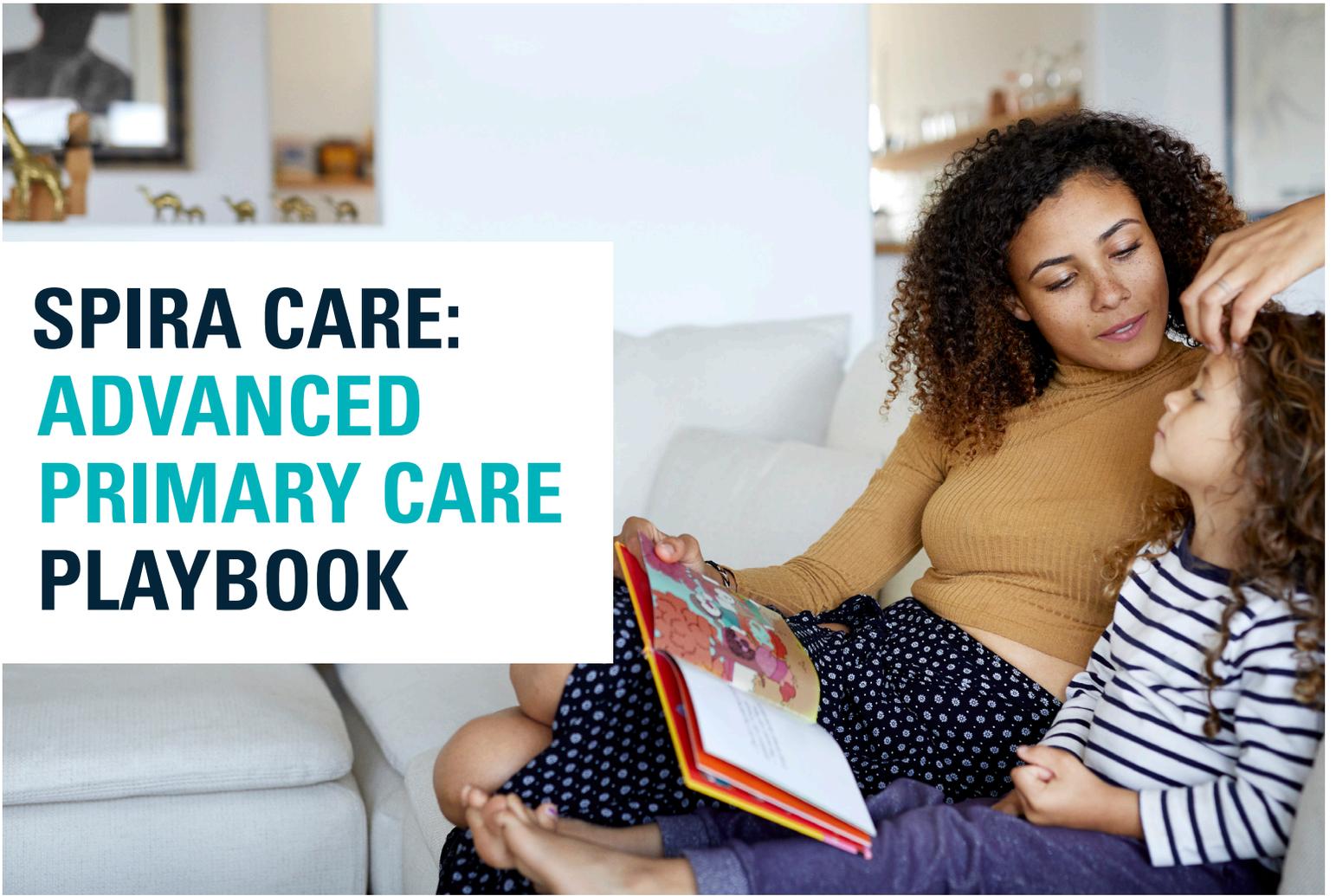


SPIRA CARE: ADVANCED PRIMARY CARE PLAYBOOK



EMPLOYER HOW-TO GUIDE

A SIMPLE GUIDE ON HOW TO:

Share with your employees all that Spira Care has to offer, including the difference that advanced primary care can make.

Many of your employees are enrolled in a Blue KC health plan with exclusive access to Spira Care Centers. This Playbook Campaign, built around a 4-week action plan, highlights the benefits and features of Spira Care's revolutionary advanced primary care model.

Visit SpiraCare.com/AdvancedPrimaryCare



SPIRA CARE PLAYBOOK

WHY THIS MATTERS TO YOUR EMPLOYEES

With a better understanding of their Blue KC health plan with exclusive access to Spira Care Centers, your employees will be able to maximize their plan's services and benefits.

To help your employees understand the full value of their Blue KC plan with access to Spira Care Centers, here are the key components employees can use to maximize their benefits.

KEY MESSAGING

Spira Care brings care and coverage together. It's a revolutionary approach that's about treating each member as an individual and surrounding them with a Care Team providing personal, convenient access to primary care.



THE CARE TEAM

Your employees work in partnership with their Care Team of doctors, physician assistants, nurse practitioners, behavioral health consultants, health coaches, diabetic educators and Care Guides who support them along every step of their health journey. Care Teams help each member pursue their goals, from eating healthier to reducing stress to self-managing diabetes.



ONLINE PORTALS

Spira Care's online portals are your employees' connection to primary care and insurance benefits. Employees can easily access everything from medical information to claims status, make appointments, and communicate with their Care Team.



KNOW WHERE TO GO FOR CARE

Different healthcare needs call for different levels of treatment. Our Spira Care Guides make it simple to decide when and where to go for primary, specialty, and emergency care within their plan's network — saving time and money.

CAMPAIGN ACTION PLAN

Blue KC wants to help you educate your employees on Spira Care's unique model of primary care. That's why we've created this easy-to-implement 4-week action campaign.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

WEEK 1

EMAIL TO MANAGERS AND SUPERVISORS

(INCLUDES LINK TO SPIRA CARE ADVANCED PRIMARY CARE WEBPAGE)



EMAIL TO EMPLOYEES & FLYER #1

(INCLUDES LINK TO SPIRA CARE ADVANCED PRIMARY CARE WEBPAGE)

WEEK 2

EMAIL TO EMPLOYEES & FLYER #2 + PRESENTATION FOR COMPANY MEETING

(INCLUDES LINK TO SPIRA CARE ADVANCED PRIMARY CARE WEBPAGE)



WEEK 3

EMAIL TO EMPLOYEES & FLYER #3

(INCLUDES LINK TO SPIRA CARE ADVANCED PRIMARY CARE WEBPAGE)



WEEK 4

EMAIL TO EMPLOYEES & FLYER #4

(INCLUDES LINK TO SPIRA CARE ADVANCED PRIMARY CARE WEBPAGE)



CAMPAIGN MATERIALS

WEEK 1

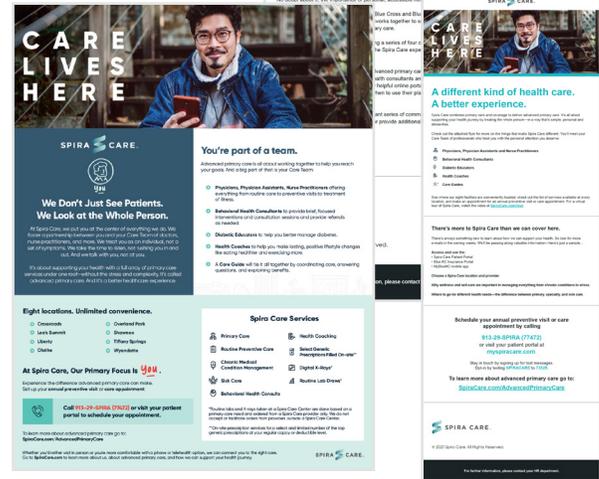
EMAIL AND FLYER TO MANAGERS & SUPERVISORS DOWNLOAD

Reach out to managers and supervisors to provide them with advance notice of this Spira Care Playbook Campaign, an overview of the Spira Care experience.



EMAIL AND FLYER TO EMPLOYEES DOWNLOAD

Created for employees to give them an overview of the Spira Care experience and how it can change the way they view primary care. Includes a flyer to attach, plus a link to watch a virtual tour of Spira Care.



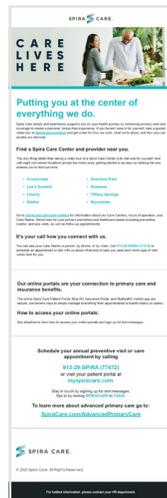
WEEK 2

EMAIL AND FLYER TO EMPLOYEES DOWNLOAD

This email conveys important information about Spira Care's online portals, how to use them, and how to access them in a few, simple steps.

POWERPOINT PRESENTATION FOR A COMPANY MEETING DOWNLOAD

Using a well-crafted presentation is an opportunity to explain Spira Care and the overall advanced primary care experience to your employees and help answer questions they might have.



CAMPAIGN MATERIALS

WEEK 3

EMAIL AND FLYER TO EMPLOYEES

DOWNLOAD

The third email in the series introduces employees to their Care Team available through Spira Care and the difference Care Teams can make in helping members reach their personal wellness goals.



WEEK 4

EMAIL AND FLYER TO EMPLOYEES

DOWNLOAD

The final email is definitely one your employees will want to hold on to. It includes a 1-page easy-to-follow overview of when and how to access primary, specialty, and emergency care.



WE'RE ALWAYS HERE TO 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.