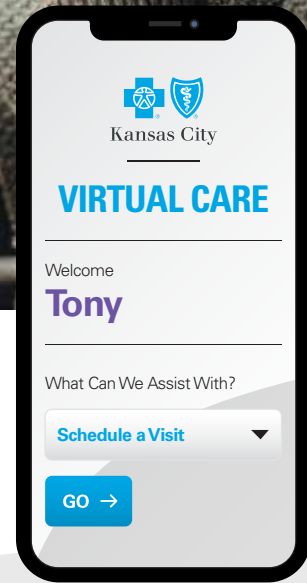


# VIRTUAL CARE PLAYBOOK



## EMPLOYER HOW-TO GUIDE

### A SIMPLE GUIDE ON HOW TO:

Educate your employees on the benefits of Blue KC's Virtual Care with this Playbook Campaign, including touch points and a 4-week action plan.

Download the **Blue KC Virtual Care app** or visit [BLUEKCvirtualcare.com](https://BLUEKCvirtualcare.com)



© 2020 Blue Cross and Blue Shield of Kansas City is an independent licensee of the Blue Cross and Blue Shield Association.

VIRTUAL CARE PLAYBOOK

SM1096\_062220

## WHY THIS MATTERS TO YOUR EMPLOYEES?

When employees understand all of their care options, they will get the care they need faster and easier, and save themselves money.

When you, or someone you care about, are sick or in pain, you want to get care – fast. But, depending on the time of day or appointment availability, your options are limited. That's why we introduced a new one. Blue KC Virtual Care gives you access to board-certified doctors and therapists 24/7/365 straight from your smartphone, tablet, or computer.

## KEY MESSAGING

Blue KC offers multiple options for employees seeking care when they are ill or are in pain.

The **Blue KC Virtual Care app** and [BLUEKCVirtualcare.com](https://www.bluekcvirtualcare.com) is a convenient, affordable alternative to urgent care, or if a primary care doctor is unavailable, for minor issues. To help your employees understand the full value of Blue KC Virtual Care, here are the key components we will help you communicate:

### ○ NO APPOINTMENT NECESSARY

Your employees have access to board-certified doctors, pediatricians, and therapists any time of the day, including holidays, without the need to make an appointment.

### ○ PRIVATE AND SECURE

Employees will experience the same doctor/patient privacy they would have if they were visiting in person. All communications with doctors and therapists are secure and private.

### ○ SICK CARE AND BEHAVIORAL HEALTH

Virtual Care is an excellent option for conditions like colds, the flu, sore throats, rashes, urinary tract infections, and more. But it is also an option for employees for behavioral health conditions like anxiety, depression, substance abuse, and more.

### ○ AFFORDABLY PRICED

When employees use Blue KC Virtual Care, they will receive a similar level of care they would get in an urgent care setting or from their primary care doctor – only faster and, in many cases, at a lower out-of-pocket cost to the employee.

# CAMPAIGN ACTION PLAN

Blue KC wants to help you help your employees make smarter decisions when choosing care. That's why we provide you with this easy-to-rollout 4-week campaign action plan.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

## WEEK 1

EMAIL & FLYER DELIVERED TO MANAGERS AND SUPERVISORS (INCLUDES LINK TO VIRTUAL CARE VIDEO)

EMAIL & FLYER DELIVERED TO EMPLOYEES ANNOUNCING PROGRAM (INCLUDES LINK TO VIRTUAL CARE VIDEO)

## WEEK 2

POSTER & POWERPOINT PRESENTATION FOR COMPANY MEETING

## WEEK 3

EMPLOYEE DESK DROP DISTRIBUTED TO EMPLOYEES

## WEEK 4

EMAIL REMINDER DELIVERED TO EMPLOYEES (INCLUDES LINK TO VIRTUAL CARE VIDEO)



# CAMPAIGN MATERIALS

## WEEK 1

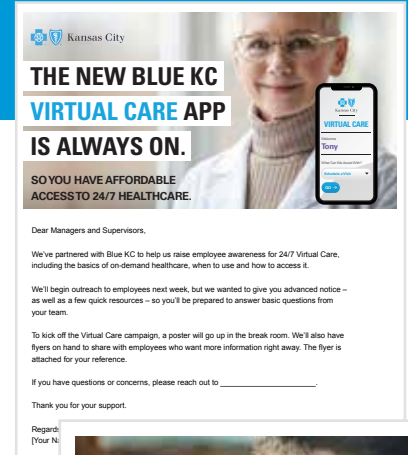
### ○ EMAIL AND FLYER TO MANAGERS AND SUPERVISORS [DOWNLOAD](#)

Reach out to managers and supervisors to provide them with advance notice of this Playbook campaign. Includes a link to watch a video on Blue KC Virtual Care.\*

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

Created for employees as a final campaign reminder about the convenience and cost-effectiveness of Virtual Care over going to the ER or Urgent Care. Includes a link to watch a video on Blue KC Virtual Care.\*

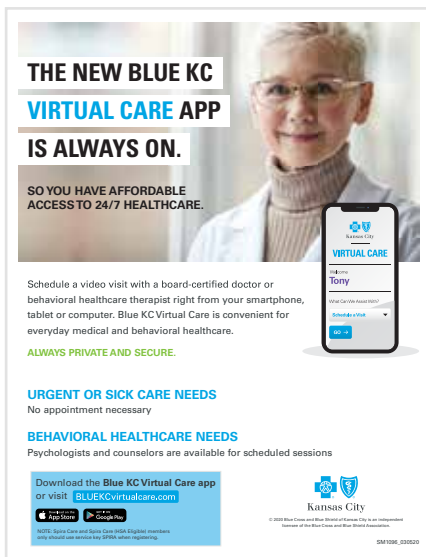
\* Here is the direct link to the video: [OPEN VIDEO](#)



## WEEK 2

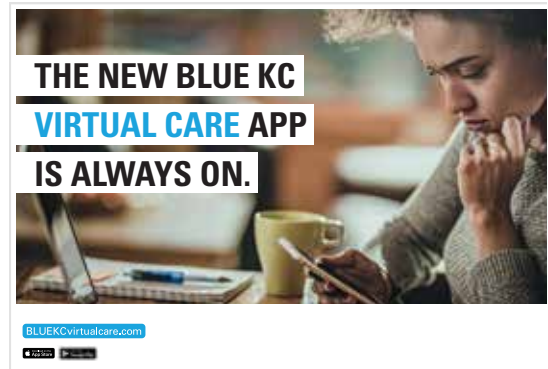
### ○ POSTER [DOWNLOAD](#)

Hanging a poster in a high employee traffic location, like the office breakroom or kitchen, is a simple hands-free way to inform employees about the Virtual Care app and BLUEKcvirtualcare.com.



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

Using a well-crafted presentation is an opportune time to showcase the benefits and answer any questions about the Virtual Care app and BLUEKcvirtualcare.com with a captive audience.



# CAMPAIGN MATERIALS

## WEEK 3

### ○ EMPLOYEE DESK DROP [DOWNLOAD](#)

Delivering a postcard directly to each employee at their desk will reinforce the benefits of Virtual Care and keep them easily accessible.

**THE NEW BLUE KC VIRTUAL CARE APP IS ALWAYS ON.**

**SO YOU HAVE AFFORDABLE ACCESS TO 24/7 HEALTHCARE.**

Schedule a video visit with a board-certified doctor or behavioral healthcare therapist right from your smartphone, tablet or computer. Blue KC Virtual Care is convenient for everyday medical and behavioral healthcare.

**ALWAYS PRIVATE AND SECURE.**

### ● PRINTING RECOMMENDATION

We recommend engaging a third-party printer who can print bleeds and follow USPS standards, such as FedEx Office or Staples

**BLUE KC VIRTUAL CARE**

Download the Blue KC Virtual Care app or visit [BLUEKCvirtualcare.com](#)

Download on the App Store | GET IT ON Google Play

Do you use Amwell? You can deactivate your account simply by downloading the Blue KC Virtual Care app.

**OUR APP SUPPORTS URGENT OR SICK CARE NEEDS.**

Treatment for common conditions like: sinus pain, mild asthma, mild allergic reactions, minor headaches, cold sores, sprains, pink eye, nausea, vomiting, diarrhea, bumps, cuts, scrapes, coughs, sore throat, eye irritation, minor fever, colds, rashes, minor burns.

- No appointment necessary and 24/7 availability
- Affordable visits based on your plan's benefits\*
- Always private and secure

**OUR APP SUPPORTS BEHAVIORAL HEALTHCARE NEEDS.**

Treatment for conditions such as: anxiety, bereavement/grief, bipolar disorder, depression, OCD, PTSD/trauma, panic attacks.

- Psychologists and counselors are available for scheduled sessions
- Affordable visits based on your plan's benefits, and vary by provider type
- Therapy services are provided by a network of doctoral level psychologists and master's degree level therapists trained and licensed in virtual care prevention and therapy techniques

\*Spira Care Members pay \$0 for urgent/sick virtual care visits. Does not apply for Spira HSA members.

**Kansas City**

© 2019 Blue Cross of Kansas City. All rights reserved. Member of the Mutual Benefit Association. SM 1096\_030520

## WEEK 4

### ○ EMPLOYEE EMAIL REMINDER [DOWNLOAD](#)

As the last tactic to be used, the email reminder should be sent out to all employees as a friendly reminder of this program's benefits and how to sign up or learn more. The email includes the link to the Blue KC Virtual Care video.\*

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

**THE NEW BLUE KC VIRTUAL CARE APP IS ALWAYS ON.**

**SO YOU HAVE AFFORDABLE ACCESS TO 24/7 HEALTHCARE.**

Why are Blue KC members downloading the Blue KC Virtual Care app in record numbers? The app lets schedule a video visit with a board-certified doctor or behavioral health therapist right from your smartphone, tablet or computer. Blue KC Virtual Care is convenient for everyday medical and behavioral healthcare needs. Plus, it's always private and secure.

Don't go another day without the Blue KC Virtual Care app. Download the Blue KC Virtual Care app or visit [BLUEKCvirtualcare.com](#).

**Virtual Care for common medical issues:**

Sinus pain	Bumps
Mild asthma	Cuts
Mild allergic reactions	Scrapes
Minor headaches	Coughs
Cold sores	Sore throat
Sprains	Eye irritation
Pink eye	Minor fever
Nausea	Cuts
Vomiting	Rashes
Diarrhea	Minor burns

**Virtual Care for common behavioral healthcare needs:**

Anxiety	OCD
Bereavement/grief	PTSD/trauma
Bipolar disorder	Panic attacks
Depression	

## WE'RE ALWAYS HERE FOR 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.