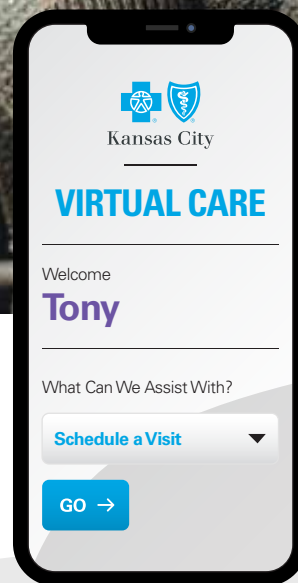


VIRTUAL CARE PLAYBOOK



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



Kansas City

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VIRTUAL CARE PLAYBOOK

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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 Blue KC Virtual Care - with 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://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.

○ 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.

○ 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.

○ 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)



Kansas City

VIRTUAL CARE PLAYBOOK

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 flyer to attached, as well as a link to watch a video on Blue KC Virtual Care.*

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

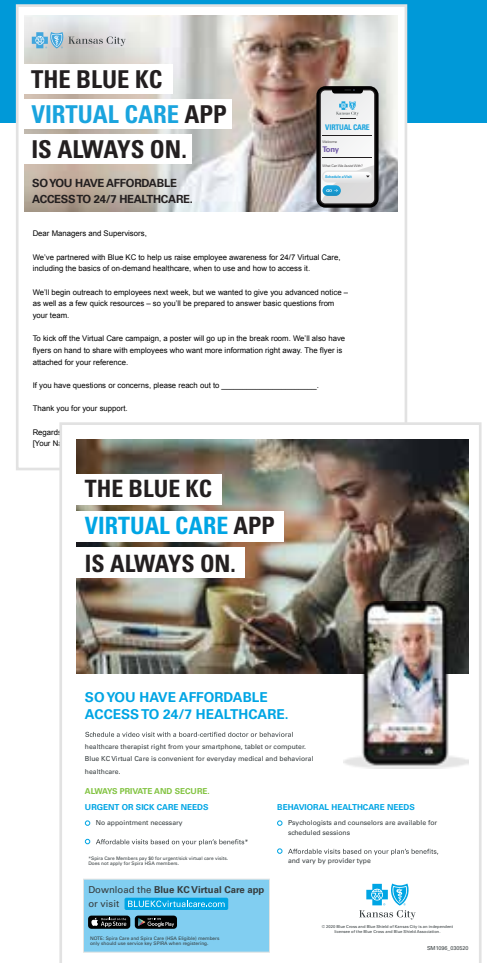
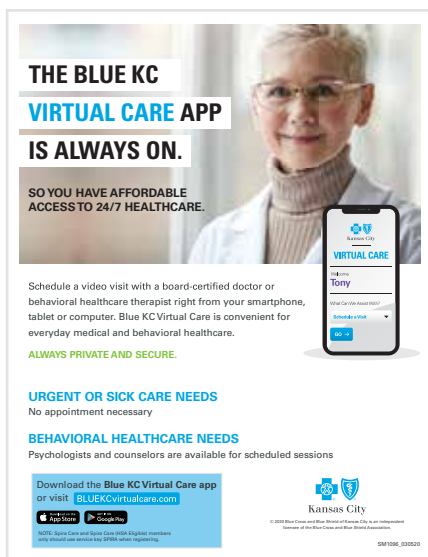
Created for employees as an introductory about the convenience and cost-effectiveness of Virtual Care. Includes a flyer to attach, as well as a link to watch a video on Blue KC Virtual Care.*

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

WEEK 2

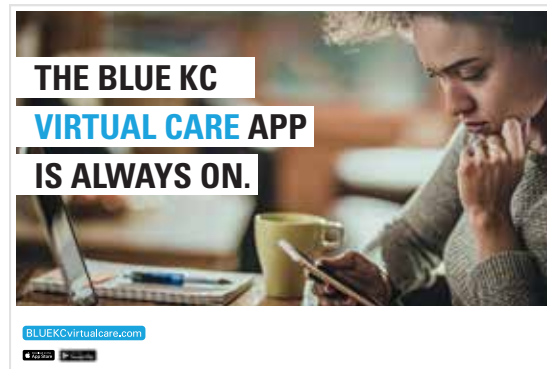
○ POSTER [DOWNLOAD](#)

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 BLUE KC
VIRTUAL CARE APP
IS ALWAYS ON.**

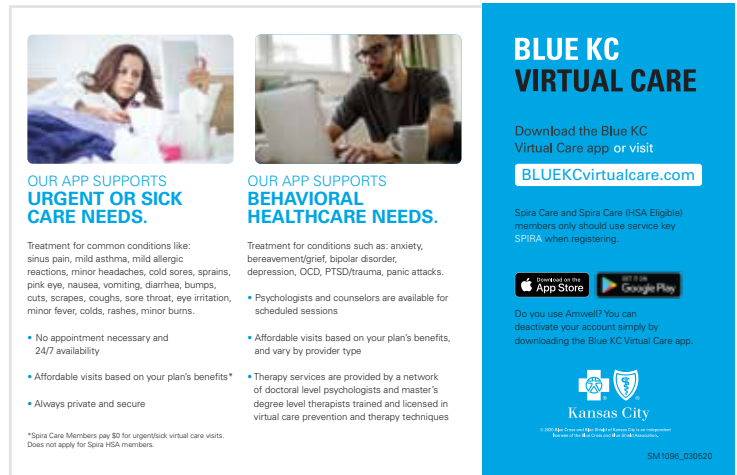
SO YOU HAVE AFFORDABLE ACCESS TO 24/7 HEALTHCARE.

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](#)

Spira Care and Spira Care (HSA Eligible) members only should use service key SPIRA when registering.

[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.

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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](#)

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.



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VIRTUAL CARE PLAYBOOK