

# KNOW WHERE TO GO FOR CARE PLAYBOOK



## EMPLOYER HOW-TO GUIDE

### A SIMPLE GUIDE ON HOW TO:

Empower your employees to make smarter and more cost-effective care decisions. Leverage this Blue KC *Know Where To Go For Care* Campaign, including touch points and a 4-week action plan, to educate your employees about their care options.

**Getting the right care, at the right place and the right time can save you time, money and improve your overall health.**

**Visit** [BlueKC.com/WTG](https://BlueKC.com/WTG)



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## WHY THIS MATTERS TO YOUR EMPLOYEES

When employees are well-informed about where to go for appropriate care, it's not only good for their health – it can save them time and money.

With so many choices out there, how do you decide where to go for care? Together we can help your employees learn how to choose between their Primary Care Physician, Virtual Care, Retail Health Clinic, Urgent Care, or the Emergency Room/Community Hospitals.

## WHAT HAPPENS WHEN YOU UNDERSTAND ALL YOUR CARE OPTIONS?

When you have a plan in place before you actually need care, you're on the way to making smarter healthcare decisions — today and down the road.



### Primary Care Doctor

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**The go-to place for managing your healthcare.** Your primary care doctor monitors your overall health and should help coordinate all the care you receive. Because your doctor knows your medical history best, it's always a good idea to consult with him/her before seeking alternate care. **Note:** a lot of primary care offices now offer extended hours certain days of the week.



### Virtual Care

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Mobile technology makes care more accessible than ever. **Now, you can have a video visit with a doctor or behavioral healthcare provider right from home or wherever you are.** All you need is a smartphone, tablet or computer – and you can either download the Blue KC Virtual Care app, or visit [BlueKCVirtualCare.com](https://www.bluekcvirtualcare.com).



### Retail Health Clinic

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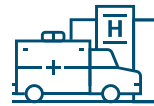
**Located within retail stores, these health centers are designed to handle minor non-emergent health issues at your convenience.** Retail health clinics are typically staffed by licensed nurse practitioners, physician's assistants, and in some instances, physicians.



### Urgent Care

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**Immediate care for pressing, but not life-threatening, conditions.** In some communities, urgent care facilities are open 24/7. The wait time is shorter than an emergency room.



### Emergency Room/ Community Hospital

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**Immediate care for life-threatening emergencies. Always go to the emergency room if your health is in danger or call 911.** However, for less severe injuries or illnesses, the ER can be expensive and wait times can average over 4 hours.

Smaller community/neighborhood hospitals are becoming more common, and they may advertise both "emergency" and "urgent" care. However, emergency room rates are generally charged for any type of visit at these facilities.

**WHAT EMPLOYEES NEED TO KNOW:** The Emergency Room should be reserved for true emergencies – not for treating things like upper respiratory infections, UTI's, headaches, back pain, tooth aches, and sinus infections. Proper use of the ER will prevent high-cost spending and unnecessary exposure to hospital-acquired conditions.



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## CAMPAIGN ACTION PLAN

Blue KC looks forward to helping you educate your employees on how to seek appropriate care for their specific needs. This suggested 4-week campaign makes it easy for you to implement.

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**



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# 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 *Where To Go For Care* campaign. Includes a flyer to attach, as well as link to watch a video on *Where to Go for Care*.\*

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

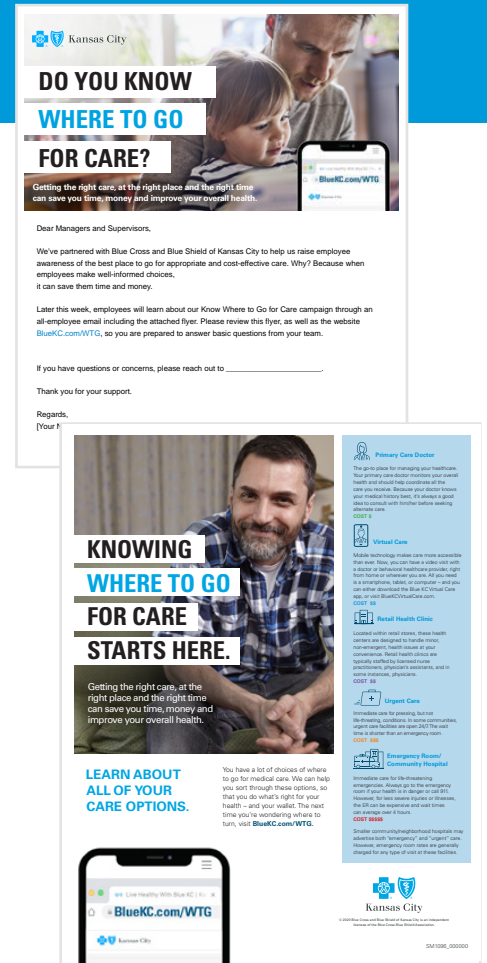
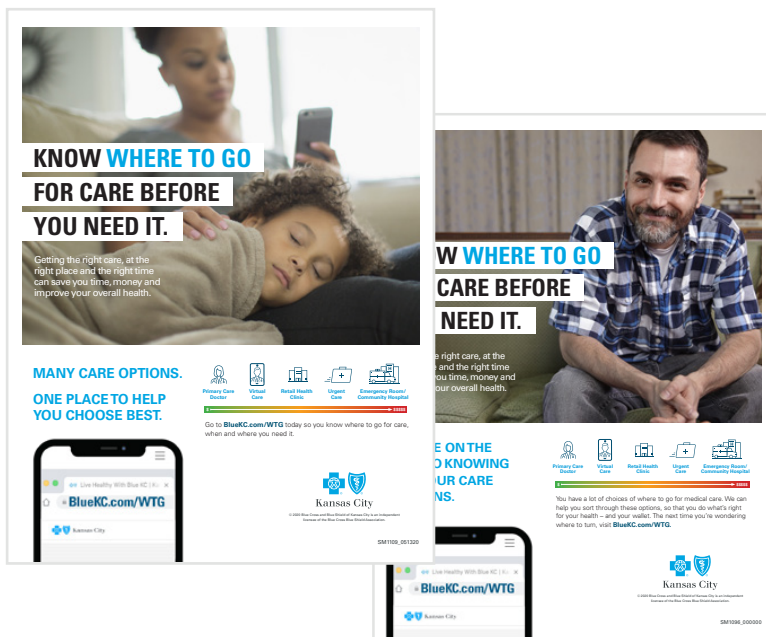
Created for employees as an introduction to help them choose the right care for their specific needs. Includes a flyer to attach, as well as link to watch a video on *Where to Go for Care*.\*

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

## WEEK 2

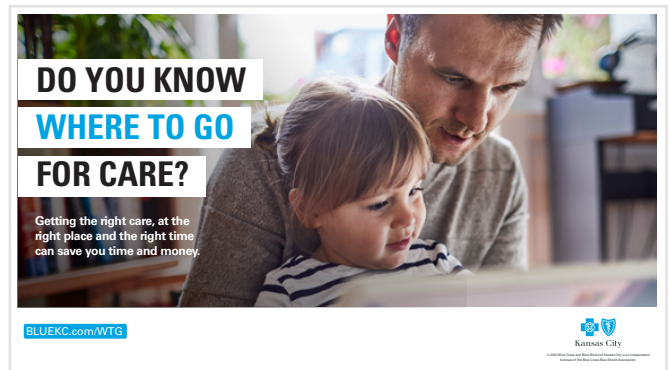
### ○ POSTERS [DOWNLOAD](#)

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 making more informed care decisions.



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

Using a well-crafted presentation is an opportunity to explain the benefits of *Know Where To Go For Care* and answering questions your employees may have about their care options.





# CAMPAIGN MATERIALS

## WEEK 3

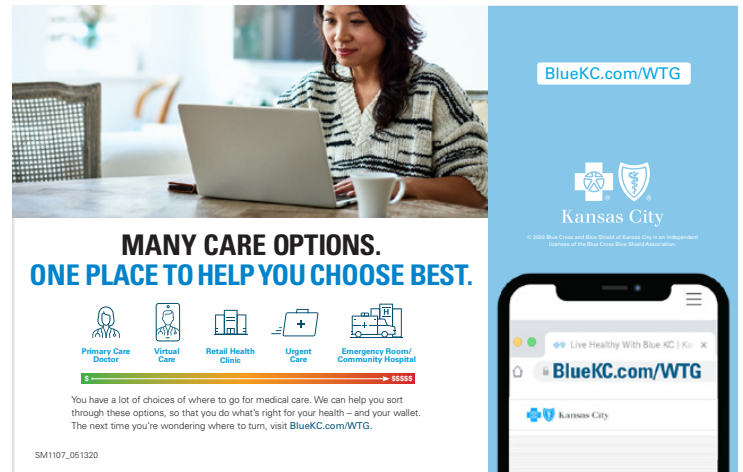
### ○ EMPLOYEE DESK DROP [DOWNLOAD](#)

Delivering a postcard directly to each employee at their desk, or placing in their workplace mail stop, will reinforce the *Know Where To Go For Care* campaign and drive the employee to visit [BlueKC.com/WTG](https://BlueKC.com/WTG) 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 *Know Where To Go For Care* campaign, this email should be sent to all employees, reminding them to visit [BlueKC.com/WTG](https://BlueKC.com/WTG) for more information about their care options.

## 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.

