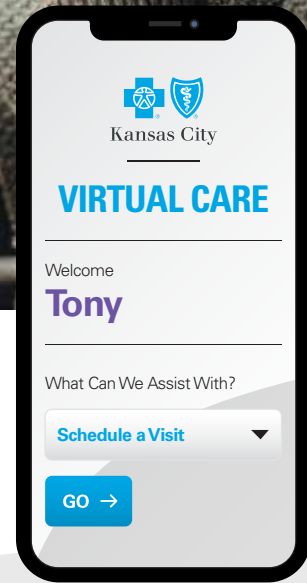


VIRTUAL CARE PLAYBOOK



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



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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.