



Choices for care

MARKETING PLANNER FOR ALL EMPLOYERS

Help your employees understand their choices for non-emergency medical care





40% of the **660,000**

Blue Cross Blue Shield of Michigan
member visits to the ER in 2019

were potentially avoidable.

\$1,379 is the average cost per non-emergency ER visit.
About **260,000** emergency room visits were potentially
avoidable in 2019. Reducing potentially avoidable ER visits
by **10%** will result in **savings of \$20.8 million**

to our commercial PPO business.

You've put a lot of thought into the health care benefits you offer to your employees. Although things look a little different now, your employees and their families can always get the non-emergency care that's right for them — safely, conveniently and affordably.

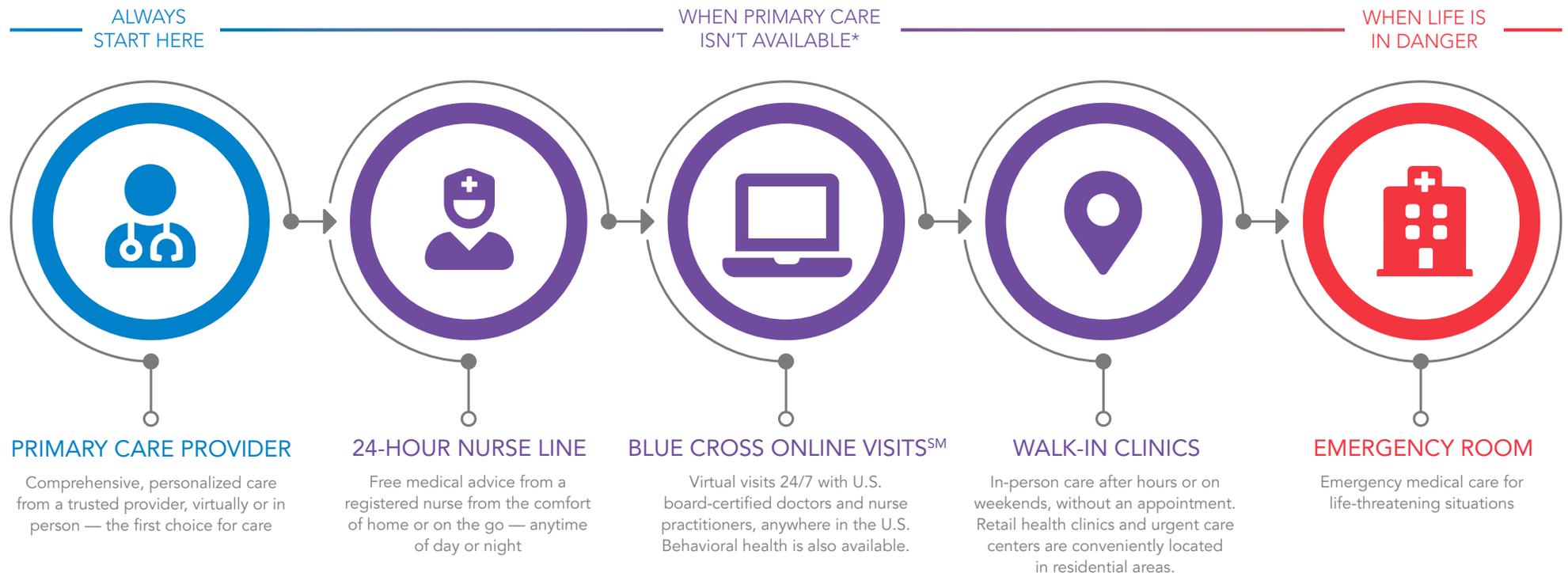
Whether they see their own primary care provider or need after-hours care, online or in person, your employees have choices for care that's always there.

Importance of the *choices for care* campaign

We continue to recognize and support the need for emergency room use reduction and have put together this guide to help you talk to your employees about their choices for non-emergency care.

Choices for care

Blue Cross is here to help you guide your employees to make the best choices when it's not an emergency. Highlighted below is the progression of care available to your employees.



Behavioral and mental health care are important. With a Blue Cross or Blue Care Network plan, your employees also have choices for behavioral and mental health care.

*Always follow up with primary care.

This information isn't intended to be medical advice. In an emergency, call 911 or go to an emergency room near you.



Choices that work for your employees

In this marketing planner, we share everything you need to teach your employees about primary care, our 24-Hour Nurse Line, Blue Cross Online Visits and walk-in clinics.

We've included our recommendations for a communications plan, as well as a full suite of creative collateral. This plan and the materials are flexible and can be tailored to your organization's needs.

Additionally, your employees may see communications from Blue Cross by email, direct mail, social media, paid internet search and on **bcbsm.com**, which could complement your efforts.

Launching a campaign

This schedule is flexible and built so that you can roll out this campaign at the pace that works for your organization. We recommend using all the materials over the course of five months, but you can do it in as little as 10 weeks.

Awareness

During this phase, your employees will learn at a **high level about all the choices** they have for medical care when it's not an emergency.

Building awareness at the start of a campaign prepares people to absorb more detailed messages on a particular topic. It sets the stage by introducing the key concepts that will be revisited, which makes a campaign more effective as a whole.

You'll begin with these communications, which will run the duration of the campaign, before beginning to add on the components in the *education* phase.

Education

Once you've established a foundation during the *awareness* phase, you'll begin to educate your employees **in detail about each choice** for care available to them, and when and how to use it.

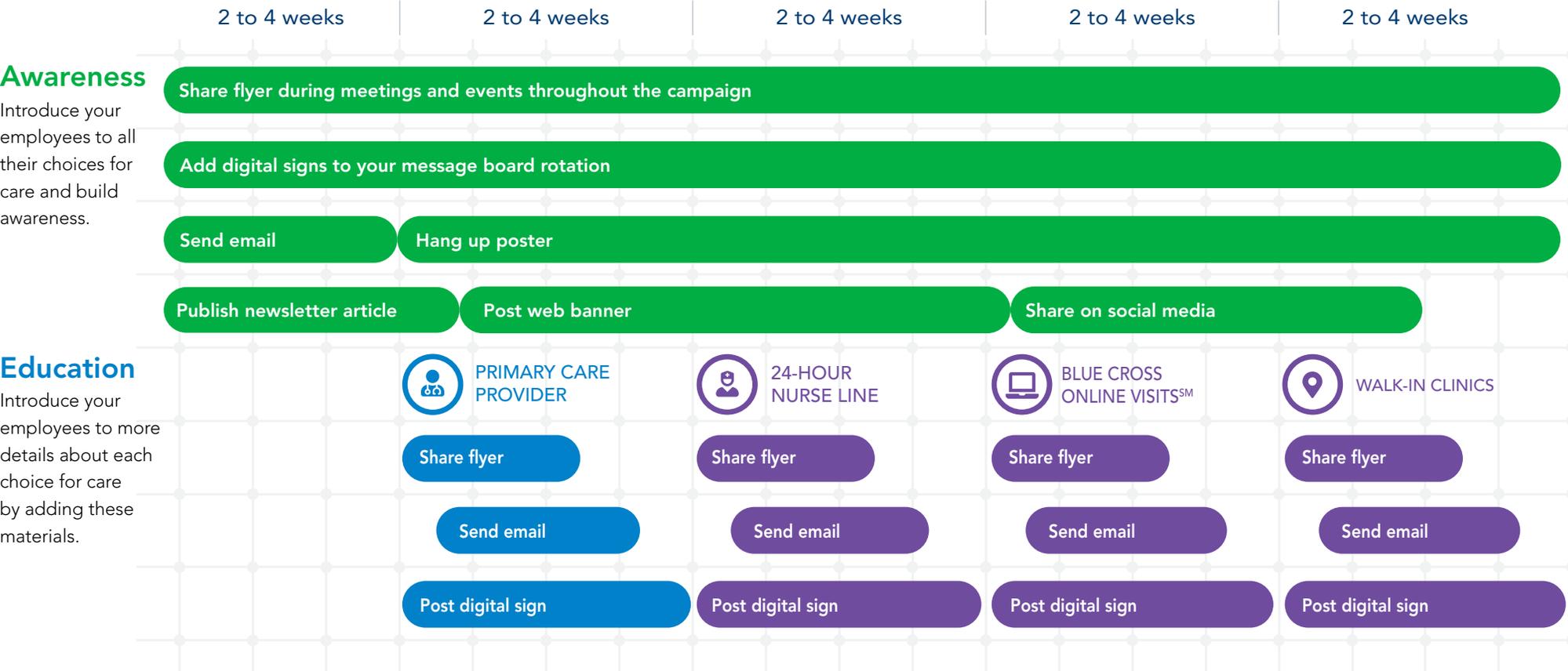
During this time, you'll begin to add focused topics while *awareness* continues to run. This helps boost learning and creates lasting behavior change when combined with efforts to sustain awareness.

Each of these are designed with the materials you need for two to four weeks for each topic.

Launching a campaign

This campaign has two elements — *awareness* (green) and *education* (blue and purple). Your campaign begins by building *awareness*, which continues for the duration of your campaign. After two to four weeks of *awareness*, you'll begin to add *education* components every two to four weeks.

Running these two elements together reminds your employees that they have choices for care while deepening their knowledge about each choice.



Download these materials and videos from our [employer toolkits page](#) for choices for care.

Awareness campaign materials

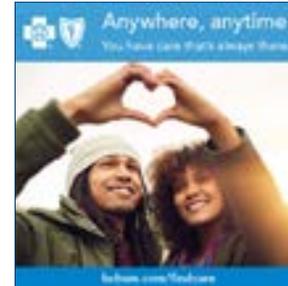
POSTER



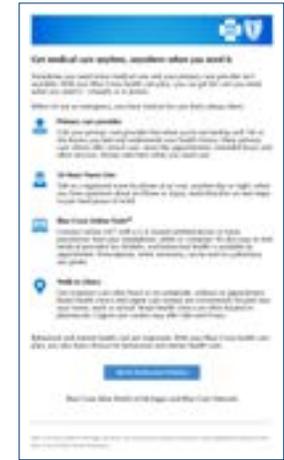
NEWSLETTER TEMPLATE*



SOCIAL MEDIA IMAGE*



EMAIL TEMPLATE



DIGITAL IMAGES



WEB BANNER*



Download these materials from our [employer toolkits page](#) for choices for care.

*Link these communications to bcbsm.com/findcare.

Education campaign materials

FLYER



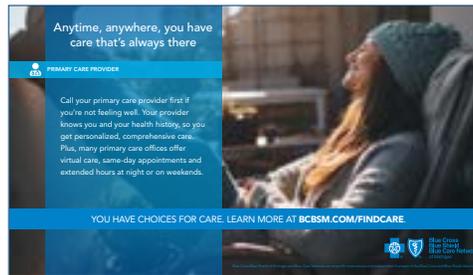
Anytime, anywhere, you have care that's always there

PRIMARY CARE PROVIDER

Call your primary care provider first if you're not feeling well. Your provider knows you and your health history, so you get personalized, comprehensive care. Plus, many primary care offices offer virtual care, same-day appointments and extended hours at night or on weekends.

YOU HAVE CHOICES FOR CARE. LEARN MORE AT [BCBSM.COM/FINDCARE](https://www.bcbsm.com/findcare)

DIGITAL IMAGE



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EMAIL TEMPLATE



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24-HOUR NURSE LINE

Have questions about a minor illness and your primary care provider isn't available? Talk to a registered nurse on our 24-hour nurse line for advice on how to manage your symptoms or get help with your care. The 24-hour nurse line is available 24/7, 365 days a year.

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24-HOUR NURSE LINE

Have questions about a minor illness and your primary care provider isn't available? Save the number below to talk to a registered nurse for free, anytime, anywhere in the U.S.

Blue Cross members
1-800-375-2583

Blue Care Network members
1-855-424-5214

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BLUE CROSS ONLINE VISITS™

You have convenient, affordable health care virtually with Blue Cross Online Visits™. You can connect with a U.S. board-certified doctor, nurse practitioner or therapist using your smartphone, tablet or computer. To get started, download the BCBSM Online Visits™ app or visit [bcbsm.com/onlinevisits](https://www.bcbsm.com/onlinevisits).

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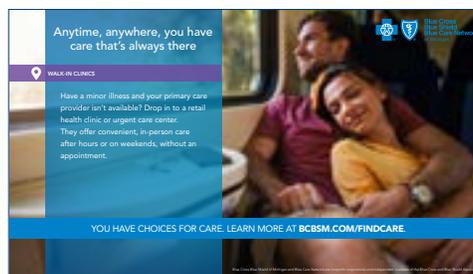


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WALK-IN CLINICS

Have a minor illness and your primary care provider isn't available? Drop in to a retail health clinic or urgent care center. They offer convenient, in-person care after hours or on weekends, without an appointment.

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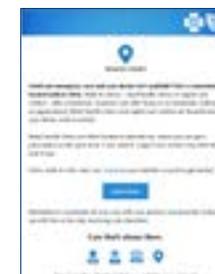


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Download these materials from our [employer toolkits page](#) for choices for care.

With this campaign, you're equipped to help your employees know how to choose care that is right for them — no matter when or where.

So, don't wait. Let your employees know they have choices for **care that's always there**.

If you need additional support, we're here for you.

Learn more at our [employer choices for care page](#) or call your Blue Cross sales representative or contracted agent.



Choices for care



Nonprofit corporations and independent licensees
of the Blue Cross and Blue Shield Association