



How to use this toolkit

This toolkit includes ready-to-use materials to help encourage employees to take advantage of the Blue Cross Coordinated Care program. It includes:

- **Digital ad:** An image for upload to your electronic message boards.
- **Email templates:** Ready-to-use templates to send to your employees through email
 - To use the Outlook template (PC or Mac):
 1. Download and open file.
 2. Enter email addresses in appropriate fields.
 3. Send message.
 - To use the HTML template:
 1. Open HTML file.
 2. Select all text and images.
 3. Copy and paste into a new email.
 4. Enter email addresses in appropriate fields.
 5. Send message.
- **Flyer:** Can be printed to display around your workplace or to distribute to employees
- **Web banner:** An image to use as a web banner on your intranet site.