



Why wait?

There's a place for that.

Choices for care

MARKETING PLANNER FOR ALL EMPLOYERS

To help you reduce unnecessary emergency room use among your employees



Blue Cross
Blue Shield
Blue Care Network
of Michigan

What's in here?

The impact of avoidable ER use, why it matters for your organization and what's to come

Our high-level approach for a communications campaign, suggested timing and sample plan

Planning how you'll communicate within your own organization

The communications you'll need to roll out this campaign to your employees

Foundation | The cost of avoidable ER use

Our data indicates that

nearly half of the 500,000

Blue Cross Blue Shield of Michigan member visits to the ER in 2015

were potentially avoidable.¹

The average cost per non-emergency ER visit is **\$750,**

compared to **less than \$200**

at other high-quality choices for care.²

¹Emergency Room Analysis, All Providers, Michigan Liability. Strategic Informatics & Program Evaluation. August 2016.

²ER AH and UC Prices Analysis. Blue Cross Blue Shield of Michigan Actuary, Actuarial Product Pricing. 2016.

Foundation | Widespread effects of avoidable ER use

Overuse of the emergency room for situations that are not life-threatening has an enormous impact on the overall cost and efficiency of health care, which burdens everyone. In contrast, when people choose where to get care properly, they not only get the treatment they need, but they also reduce costs across the system and help ensure that time, skills and resources are used efficiently.

Who is most likely to use the ER when it isn't an emergency?

According to our data¹:

- Members without a primary care physician
- Women ages 20 to 35
- Members transitioning between life stages, such as recent graduates or those changing careers

Our members have expressed a willingness to use options besides the ER, but currently they have limited understanding of the scope of services offered by their other choices for care.

¹Emergency Room Analysis. Blue Cross Blue Shield of Michigan Market Insights and Analytics. February 2017.

Foundation | Why it matters for your organization

When employees understand what is and isn't a true emergency and choose a smart place to get care for their conditions, it can help them become more knowledgeable and efficient health care consumers.

The average cost of a non-emergency ER visit is \$750 and about 250,000 ER visits were potentially avoidable in 2015. Reducing those 250,000 ER visits **could have resulted in savings of \$187.5 million.**

Preventing avoidable ER visits benefits both your employees and your company.

Foundation | What Blue Cross is doing

Blue Cross offers your employees a wide variety of high-quality health care choices for non-emergency illnesses and injuries.

In this marketing planner, we share our best practices for teaching your employees about these smart health care options for when it isn't a true emergency.



Foundation | More about this planner

We want to help you successfully engage with your employees and educate them about their choices for non-emergency health care.

To do that, this planner is:

- Equipped with a comprehensive, customizable strategy for a health care choices campaign
- Loaded with the communications materials you'll need — from start to finish
- Designed to give you control over when and what choices for care you promote to your employees

In the last section of this planner, you'll find a full suite of creative collateral to support your employee education efforts from beginning to end. There are various digital and print formats, and everything is tailored to the care choices relevant to your employees.

Additionally, your employees may see communications from Blue Cross by email, direct mail and social media, or on **bcbsm.com**, about these topics, which could complement your efforts.

How to plan | A two-phase approach

Our communications approach includes two phases:



Phase one: Awareness

Building awareness at the start of a campaign gets people ready to hear and 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.

During this phase, your employees will learn at a high level about all the choices for minor medical care that they have access to.



Phase two: Education

Once you've established a basic level of awareness, you'll begin to educate your employees in detail about each choice for care available to them, and when and how to use it.

Think of this phase as a series of focused mini campaigns — one for each minor medical care option your employees can use. It will help boost learning and create lasting behavior change when combined with efforts to sustain awareness.

How to plan | Suggested campaign cadence

This high-level timeline shows how *awareness* and *education* might work together over the course of this campaign.

The examples in this planner assume companies offer their employees access to all five choices for care. For these companies, we recommend a full, 18-month campaign. Your company may be different. We'll give you a worksheet version of this framework that you can tailor to your needs in the *Building your plan* section.

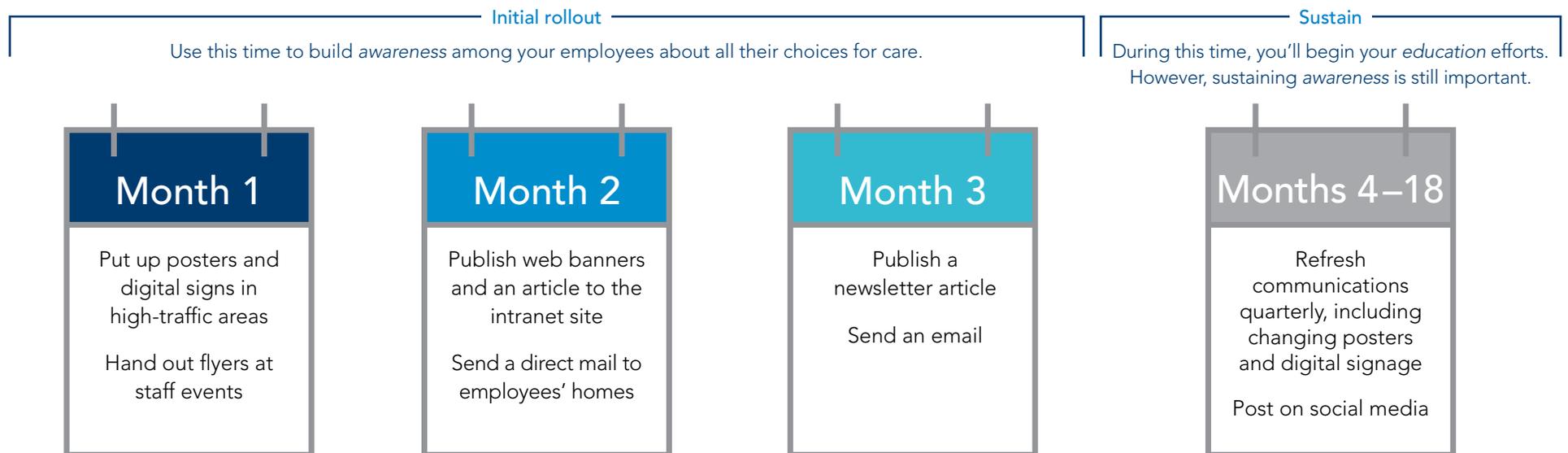
Campaign framework

Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Awareness – What are all your choices for care?																		
All of your company's choices for care	Initial rollout			Sustain awareness														
Education – What is each choice? When and how do you use each?																		
Each choice for care	Primary care doctor																	
	24-Hour Nurse Line																	
	Blue Cross Online Visits SM																	
	Retail health clinics																	
	Urgent care centers																	
Blue Cross																		
Communications may include email, direct mail and social media, or content on bcbsm.com about these topics, which could complement your efforts.																		

Awareness and *education* creative materials include print and digital communications such as flyers, posters, postcards, web banners, social media and email.

How to plan | Sample plan for awareness

Here's how various types of *awareness* communications might work together over the course of this campaign to reach your employees. We'll give you a worksheet version of this sample plan in the *Building your plan* section.



How to plan | Sample plan for education

This is how one mini *education* campaign, focused on a particular choice for care, might be rolled out. You'll launch these mini campaigns one at a time and may choose to mimic this example for each of your company's other choices for care. We'll give you a worksheet version of this sample plan in the *Building your plan* section.



Now that you understand the suggested timing and types of materials in this planner, let's talk about how to create a communications plan for your company.

Building your plan | Worksheets

Click on each worksheet title for a preview. Download and print these worksheets to help you plan your campaign.

Plan out the timing and length of your campaign

Plan the types of communications you want to use during the *awareness* phase

Plan the types of communications you want to use during the *education* phase

Not sure how to get started yet? Next, we'll take a closer look at the three key elements of an effective communications strategy. Understanding these high-level principles will help you fill in the details.

Building your plan | Elements of an effective communications strategy

An effective communications strategy has:



Consistent messaging

Besides communicating in multiple ways and repeating your message over time, an effective communications strategy needs consistent messaging woven throughout. Although phrased in various ways, the message we consistently incorporated in the communications included in this planner is:

“When your employees need minor medical care, they have choices that are smarter and more convenient than the ER. There’s a place to get care for whatever condition they have.”

To complement this messaging, we included a mix of engaging, people-focused imagery that’s reflective of a diverse workforce.



Repetition over time

The frequency and volume of your communications might change during the different parts of your campaign. For example, during the *awareness* phase, we recommend you distribute more communications during *initial rollout* than when you’re sustaining awareness.

The quantity of each type of communication you’ll use depends largely on your workplace and employees.



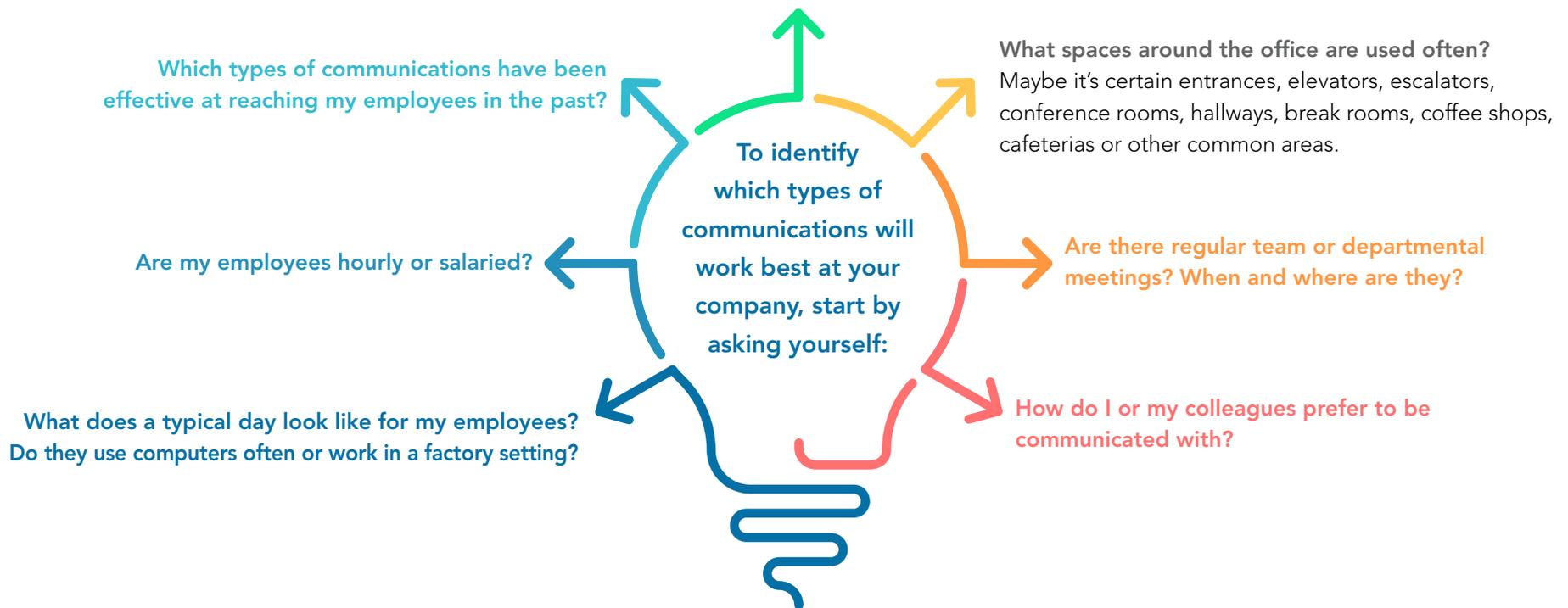
Multiple types of communications

There are many ways to communicate effectively with your employees, including email, posters, digital signs or your company’s intranet site. This planner includes unique communications for each of these.

This marketing planner integrates these elements to create lasting impressions that can help change your employees’ behavior.

Building your plan | Communicate in multiple ways

What types of communications do I already use? Options might include posters, flyers, direct mail, digital signs, social media, web banners, email, newsletters and intranet copy.



You know your company best. Customize this plan to what works for you.

Creative materials | Preview

We've covered the high-level strategy and how to begin planning this campaign. Now it's time to take a look at all of the communication materials available to you. Roll over each one of the options below to preview them. You'll be able to choose your version of these materials next.



Awareness



Education

Creative materials | Which version do you need?

The version of the materials you need is determined by the choices for care that your company offers its employees. Review each combination of care choices below and choose the version that fits your company.

There are four versions. You'll only choose one. Once you've determined which version you need, **click it to choose your materials**.

What choices for care do your employees have access to?

Version you'll need



Creative materials | Version A



Version A includes materials about primary care doctor and urgent care centers. Below, you have a choice to click and download your package of *awareness* or *education* communications, or both. After you download them, choose which ones you'll use for your campaign. *Hover to preview the materials in each package.*

*File download sizes:
Awareness – 4.5mb
Education – 5.3mb
All materials – 9.8mb*

Creative materials | Version B



Version B includes materials about primary care doctor, urgent care centers and 24-Hour Nurse Line. Below, you have a choice to click and download your package of *awareness* or *education* communications, or both. After you download them, choose which ones you'll use for your campaign. [Hover to preview the materials in each package.](#)

*File download sizes:
Awareness – 4.8mb
Education – 7.9mb
All materials – 12.7mb*

Creative materials | Version C



Version C includes materials about primary care doctor, urgent care centers, 24-Hour Nurse Line and retail health clinics.

Below, you have a choice to click and download your package of *awareness* or *education* communications, or both. After you download them, choose which ones you'll use for your campaign. [Hover to preview the materials in each package.](#)

*File download sizes:
Awareness – 5.1mb
Education – 10.4mb
All materials – 15.5mb*

Creative materials | Version D



Version D includes materials about primary care doctor, urgent care centers, 24-Hour Nurse Line, retail health clinics and Blue Cross Online Visits. Below, you have a choice to click and download your package of *awareness* or *education* communications, or both. After you download them, choose which ones you'll use for your campaign.

Hover to preview the materials in each package.

*File download sizes:
Awareness – 5.4mb
Education – 13mb
All materials – 18.4mb*

Why wait?

You're now equipped with the strategy, communications and health care access you need to help your employees become more knowledgeable, efficient health care consumers. With this comprehensive campaign rooted in data insights, you're positioned to help your employees choose a smart place to go for minor medical care — every time.

So why wait? There's a place for whatever your employees have.

Make sure your employees understand all the options available to them. Gather a team, draft a plan and start rolling out these communications.

Sustain

Save this planner somewhere you can find it and repeat this campaign, as needed, six months or a year after you complete it to sustain the momentum you create. You can adjust your timing or the types of communications you use based on what worked well for your company the first time around.

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

Learn more at bcbsm.com/findcare or call your Blue Cross sales representative or contracted agent.



**Blue Cross
Blue Shield
Blue Care Network**
of Michigan

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