



Virtual Visits - Messaging for Success

Presenting a new service to your employees takes planning. Here are some tips for introducing virtual visits.

Best Practices	Key Activities
<p>Know your goals. How you communicate virtual visits to your employees is critical to its success. Plan ahead — begin before the launch by developing a communication plan. Education is key to helping employees make smart health care choices.</p>	<p>Work with your Account Representative to develop a communications plan that is appropriate for your employee population.</p> <p>Create clear, direct messages with:</p> <ul style="list-style-type: none"> ● Fliers and posters ● Internal websites ● Include virtual visits on the ID card carrier ● Campaign Manager messaging
<p>Go beyond open enrollment. Reinforce virtual visits education often.</p>	<ul style="list-style-type: none"> ● Send a welcome kit for employees with specific information on virtual visits ● Provide the MDLIVE Customer Service support number for questions ● Work with your Account Representative to create a communication plan to push out messaging throughout the year ● Use videos that demonstrate the benefits of virtual visits
<p>Reach employees in different ways. Use various formats to address the many ways employees like to receive information.</p>	<p>Think about using:</p> <ul style="list-style-type: none"> ● Postcards or letters mailed to employees' homes ● Employee bulletin boards to post fliers and posters ● Email campaigns — promoting awareness and utilization ● Intranet sites and newsletters — include virtual visits information ● Paycheck inserts or check stub messages for electronic deposit ● Employee meetings held throughout the year
<p>Focus on employees. Personalize communications. Understand that employees may ask, "What's in it for me?"</p>	<ul style="list-style-type: none"> ● Set up two-way communications to get feedback from employees and their dependents ● Hold webinars for non-employee decision makers, such as spouses ● Schedule benefit workshops
<p>Prepare for questions. Employees will have questions and opinions. Make sure that accurate information is always available.</p>	<p>Address employee questions with:</p> <ul style="list-style-type: none"> ● Question-and-answer webinars ● A suggestion box ● Discussions with managers who have direct reports

Note: BCBSTX provides electronic files only for printed collateral; account groups are responsible for print and postage costs. There may be a minimum group size required for some promotional activities listed above. Talk to your BCBSTX Account Representative for more information.