



# Virtual Visits Sample Monthly Communication Plan

**Goal:** Increase employee awareness, education and participation in the Blue Cross and Blue Shield of Texas (BCBSTX) virtual visits program.

Proposed Activity	Type of Communication <sup>1</sup>	Proposed Deployment Date	Notes
Open enrollment	Member flier and poster	Open enrollment period	Messaging about virtual visits and how to use it
Executive message	Internal Company Communication: Via email or internal website posting	Open enrollment period	Message from a company executive introducing the service and how it works
Welcome kit mailing	Member Mailing: Entire kit or welcome card	January	Kit containing fliers, welcome card and MDLIVE items promoting use of virtual visits
Customer service campaign	Campaign Manager	Beginning in February and running throughout the year	Messaging about virtual visits when a member calls Customer Service <sup>2</sup>
Standard email	Virtual visits introduction email	February	Information about virtual visits, link to demo video and instructions on how to register
Optional employer-deployed email or messaging	Employer choice based on internal resources (email, internal website or newsletter, etc.)	March	Topics available include: cold and flu, back to school, behavioral health, the evolution of virtual visits
Standard email	Topic: Allergy and sinus problems	April	Email about allergy season featuring link to member video and instructions on how to register
Optional employer-deployed email or messaging	Employer choice based on internal resources (email, internal website or newsletter, etc.)	May	Topics available include: cold and flu, back to school, behavioral health, the evolution of virtual visits
Standard email	Topic: Registration incentive <sup>3</sup>	June	Email promoting virtual visit registration and chance to be entered into a drawing for a gift card or merchandise
Standard email	Topic: When to use virtual visits and avoiding the ER	July	Explain how non-emergencies can be addressed through virtual visits and avoid high emergency room costs and long wait times
Optional employer-deployed email or messaging	Employer choice based on internal resources (email, internal website or newsletter, etc.)	August/September	Topics available include: cold and flu, back to school, behavioral health, the evolution of virtual visits
Standard email	Topic: Registration incentive <sup>3</sup>	October	Email promoting virtual visit registration and chance to win be entered into a drawing for a gift card or merchandise
Standard email	Topic: Use of virtual visits when traveling	November	Avoid higher cost for urgent care or emergency room visits when out of town, while taking advantage of convenient care

<sup>1</sup> BCBSTX provides electronic files only for printed collateral; account groups are responsible for print and postage costs. Standard emails only go to members registered on Blue Access for Members<sup>SM</sup> or MDLIVE. Costs associated with merchandise prizes on the registration incentive standard emails may be covered by the BCBSTX eSolutions team. Work with your BCBSTX account representative to determine availability or additional costs. MDLIVE also has promotional items available for purchase.

<sup>2</sup> Campaign Manager is included for Fully Insured groups and is optional for Self Insured groups.

<sup>3</sup> All members who have registered for virtual visits will be eligible for the drawing.