
High Utilization ER

XLOB campaign

Option 1

Letter & reference sheet
mailed in an envelope + email*

Letter on letterhead

Blue Shield of California | 601 12th Street, Oakland, CA 94607-3613

Are you prepared for your next non-emergency?

Month Date
Company Name
Addressee Name
Addressee Street Address
City, State Zip




Dear <First Name>,

When it comes to your health, everything can seem like an emergency. But you can save time and money by opting for non-ER services when faced with non-emergency conditions like sprains, sore throats, and scrapes.

Explore care options using the enclosed reference sheet or at blueshieldca.com/care.

Blue Shield of California offers a variety of options so your health needs are met in an efficient and cost-effective way.

Care options include:

		
Primary care physician (PCP) Your main healthcare provider for routine medical needs.	Virtual care (Teladoc, NurseHelp 24/7SM) Get expert advice without having to leave home.	In-person care (HealSM, Urgent care) When your PCP isn't available or you need immediate, non-emergency care.


Search for doctors and urgent care centers in your area by visiting blueshieldca.com/fad.

Thank you for being a Blue Shield of California member.

Sincerely,
Blue Shield of California

Heal currently available only on PPO plans. Same cost as plan's copay for an office visit. Beginning January 1, 2020, members on HMO plans will get one Heal visit per calendar year.
NurseHelp 24/7 is a service mark of Blue Shield of California.
Heal is a trademark of Get Heal, Inc.
Blue Shield of California complies with applicable state and federal civil rights laws and does not discriminate on the basis of race, color, national origin, ancestry, religion, sex, marital status, gender, gender identity, sexual orientation, age or disability.
Blue Shield of California cumple con las leyes estatales y las leyes federales de derechos civiles vigentes, y no discrimina por motivos de raza, color, país de origen, ascendencia, religión, sexo, estado civil, género, identidad de género, orientación sexual, edad ni discapacidad.
Blue Shield of California 遵循適用的州法律和聯邦公民權利法律，並且不以種族、膚色、原國籍、血統、宗教、性別、婚姻狀況、性別認同、性取向、年齡或殘障為由而進行歧視。

blueshieldca.com



An independent member of the Blue Shield Association | A52066-1 (10/19)

Separate sheet, slightly thicker stock



when you want care, we give you options.

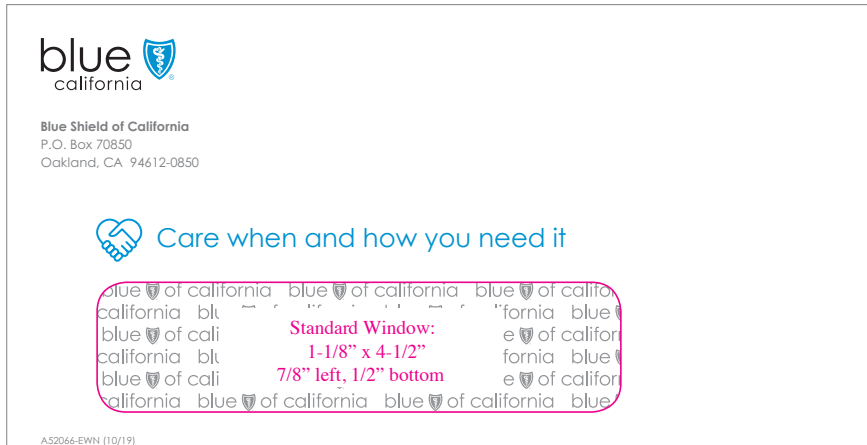


Keep this sheet handy for easy reference, and fill in any blanks with your personal information. To explore your care options, visit blueshieldca.com/care. To search for doctors or urgent care centers, visit blueshieldca.com/fad.

 Your primary care physician Phone: _____ Address: _____ Online: _____	Nursehelp 24/7SM Get health advice from a registered nurse 24/7. Phone: (877) 304-0504 For more information: blueshieldca.com/nursehelp	Teladoc Talk to a doctor by phone or video 24/7/365. Phone: (800) 835-2362 For more information: Teladoc.com/bsc
 Urgent care Phone: _____ Address: _____ Online: _____	HealSM Get on-demand physician visits to your home, office, or hotel. Phone: (844) 644-4325 For more information: heal.com	Virtual care See specialists via videoconferencing. Phone: (866) 832-8218 For more information: blueshieldca.com/virtualcare

Blue Shield of California is an independent member of the Blue Shield Association | A52066-2 (10/19)

#10 envelope



blue shield of california

Blue Shield of California
P.O. Box 70850
Oakland, CA 94612-0850

Care when and how you need it

Standard Window:
1-1/8" x 4-1/2"
7/8" left, 1/2" bottom

A52066-EWN (10/19)

* Email content is created - very similar to letter content, and will mimic the design of the chosen concept.

Option 2

Direct mailer with reference magnet and sharpie + email*

Folded mailer front






Folded mailer inside

When it comes to your health, everything can seem like an emergency. But you can save time and money by opting for non-ER services when faced with non-emergency conditions like sprains, sore throats, and scrapes.

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blue
california

Magnet, loose inside mailer

Keep this card handy for easy reference, and fill in any blanks with your personal information. To explore your care options, visit blueshieldca.com/care. To search for doctors or urgent care centers, visit blueshieldca.com/fad.

Your primary care physician	Nursehelp 24/7SM	Teladoc
Phone: _____	Phone: (877) 304-0504	Phone: (800) 835-2362
Address: _____	For more information: blueshieldca.com/nursehelp	For more information: Teladoc.com/bsc

Urgent care	HealTM	Virtual care
Phone: _____	Phone: (844) 644-4325	Phone: (866) 832-8218
Address: _____	For more information: heal.com	For more information: blueshieldca.com/virtualcare

Branded sharpie included in mailer



Some costs:
 Sharpie approx: \$2 each
 Bubble envelope approx: \$0.30 each 6x10
 Magnet approx: \$0.60 each 4 x 5.875

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