



Virtual Visits Communication Checklist

Our checklist makes it easy to drive awareness, knowledge and utilization of the Blue Cross and Blue Shield of Texas (BCBSTX) Virtual Visits benefit.

Open Enrollment Communications		
Best Practice	Details	Check those executed
Benefit Fair	Include Virtual Visits information at benefit fairs to drive awareness of the benefit.	<input type="checkbox"/> Fliers <input type="checkbox"/> Posters <input type="checkbox"/> Promotional items <input type="checkbox"/> Demo video
Open Enrollment Guide	Include Virtual Visits open enrollment guides and presentations.	<input type="checkbox"/> Open Enrollment Guide <input type="checkbox"/> Benefit presentation slide(s) <input type="checkbox"/> Newsletter articles or blog

Year-Long Communications		
Best Practice	Details	Check those executed
Virtual Visits Intranet Page	Create a Virtual Visits-specific page. Include overview text from fliers, key links and resources so it is easy for your employees to understand the benefit, download the app, activate an MDLIVE account and schedule a visit.	<input type="checkbox"/> Virtual Visits landing page <input type="checkbox"/> Link to MDLIVE URL <input type="checkbox"/> MDLIVE toll-free number <input type="checkbox"/> Link to MDLIVE mobile app <input type="checkbox"/> Link to overview flier <input type="checkbox"/> Link to demo videos
BCBSTX Member ID Card	Include MDLIVE contact details on the Member ID card so employees always have the information ready to use.	<input type="checkbox"/> MDLIVE phone number on ID card <input type="checkbox"/> MDLIVE URL on ID card <input type="checkbox"/> Virtual Visits card carrier

Go-Live Communications		
Best Practice	Details	Check those executed
Onboarding Campaign	Onboarding campaign to your eligible population within the first two months of go-live. Content is available from BCBSTX.	<input type="checkbox"/> Executive welcome/intro email <input type="checkbox"/> Display on internal TV monitors <input type="checkbox"/> Poster <input type="checkbox"/> Newsletter articles or blogs
Direct Mail	Send a direct mail piece to bring awareness and encourage registration. Content is available from BCBSTX. Postcard options include: Member Cut-out ID card, Incentive to Register or Sophie Registration.	<input type="checkbox"/> Postcard <input type="checkbox"/> Payroll stuffer

To learn more about our best practices, contact your Account Representative.

Ongoing Communications		
Best Practice	Details	Check those executed
Seasonal Campaigns	Use Virtual Visits materials from BCBSTX to promote services using your internal communication channels with seasonal topics. Content is available from BCBSTX. Topics include: Allergies, Vacation Health, ER Avoidance and Cold/Flu.	<input type="checkbox"/> TV monitor <input type="checkbox"/> Fliers <input type="checkbox"/> Posters <input type="checkbox"/> Newsletter articles or blogs
Employee Presentations	Include introductory information about Virtual Visits within Human Resources presentation.	<input type="checkbox"/> Benefit presentation slide(s) <input type="checkbox"/> Employee Orientation slide(s)
Benefit Manager Training	MDLIVE will host a webinar/demo to your benefits managers so they can champion Virtual Visits. Ask your BCBSTX Account Representative to help coordinate with MDLIVE.	<input type="checkbox"/> Webinar/demo

Digital Communication Support	
Best Practice	Details
BCBSTX Digital Campaigns (Email, social posts, text, mobile in app and push message)	BCBSTX will conduct at least six campaigns throughout the year to your eligible employees using various digital channels. Timing and topics are listed below.
MDLIVE Emails	MDLIVE will send emails to registered members throughout the year to remind members of their benefit and when to use it.

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.

Sample Virtual Visits Monthly Communication Plan

Deployment Date	Type of Communication
Open Enrollment	<input type="checkbox"/> Include poster, flier, promotional items at the benefit fair <input type="checkbox"/> Include Virtual Visits information in the benefit guide and presentation
After Open Enrollment Ends	<input type="checkbox"/> Include MDLIVE contact details on the BCBSTX member ID card and the Virtual Visits card carrier <input type="checkbox"/> Webinar/demo hosted by MDLIVE to your benefits managers so they can champion Virtual Visits
January	<input type="checkbox"/> Send an executive welcome/intro email <input type="checkbox"/> Display Virtual Visits TV monitor slide and post fliers/posters <input type="checkbox"/> Include Virtual Visits in a newsletter or blog
February	<input type="checkbox"/> BCBSTX sends email promoting Virtual Visits for 24/7 anywhere care or for behavioral health
March	<input type="checkbox"/> BCBSTX promotes digital campaign focusing on one-year anniversary of start of pandemic
April	<input type="checkbox"/> BCBSTX sends email: When to use Virtual Visits with a focus on allergies or sinus and cold symptoms
May	<input type="checkbox"/> Internal distribution of BCBSTX member fliers and posters (or intranet or blog post) focusing on use of Virtual Visits for 24/7 anywhere care
October	<input type="checkbox"/> BCBSTX promotes digital campaign focusing on Halloween safety and the importance of getting a flu shot
November	<input type="checkbox"/> BCBSTX sends email: Offer an incentive to activate an MDLIVE account before cold and flu season or for behavioral health
December	<input type="checkbox"/> BCBSTX sends email: Use Virtual Visits to address cold/flu symptoms and for dealing with holiday stress

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