



June 27, 2016

VERNON COUNTY GOVERNMENT
Attn: Health Benefits Manager
100 W CHERRY ST STE 6
NEVADA, MO 64772

FILED

JUL 05 2016

Sean M. Buehler
Vernon County Clerk

Re: New Retail Telehealth and Rx Savings Solutions

Dear Health Benefits Manager:

Blue Cross and Blue Shield of Kansas City (Blue KC) is constantly looking for ways to improve access to care by utilizing the newest and most innovative treatment options available. Additionally, Blue KC believes in the importance of educating our members to be better consumers of their healthcare by providing tools to make informed decisions. We are pleased to share new solutions available to most Blue KC members.

Members Can See a Doctor Immediately, 24/7, with Retail Telehealth

We have partnered with American Well (Amwell)* to bring our members quality care from the comfort and convenience of home or wherever they are. With Retail Telehealth, Blue KC members can now schedule and "see" a doctor online from their phone, tablet or computer through the Amwell Mobile App or on the Web at Amwell.com.

With Retail Telehealth members can take care of most common medical issues like colds, flu, fever, rash, abdominal pain, sinusitis, pinkeye, ear infection, migraines and more. It's free to enroll and members will never pay more than \$39 per visit (members will pay their Urgent Care copay if it is less than \$39).

At this time the telehealth services offered to Blue KC members is limited to medical and children's medical services only.

Members can still obtain telehealth treatment for psychology, adolescent psychology, and diet and nutrition services through Amwell, however, these services are not included in the Blue KC-Amwell telehealth offering. Please note, Blue KC offers therapist services and ongoing counseling for concerns like depression, anxiety, stress, relationships and insomnia outside of telehealth. Please check your explanation of benefits or call 816-395-3558 for more information.

**Check out the new Retail Telehealth employer toolkit:
BlueKC.com/Telehealth**



Members Save at the Pharmacy with Rx Savings Solutions

Starting **July 2016**, Blue KC is partnering with Rx Savings Solutions to offer a new pharmacy savings tool. Based on real prescription pricing, the tool uses claims data, the member's actual plan benefits and accumulators to determine how they can save at the pharmacy. Members in the program will receive text and/or email notifications of savings opportunities on their prescriptions.

Members can save in a variety of ways, such as switching to another pharmacy with lower out-of-pocket prices, trying a generic or a different generic medication and learning about therapeutic alternatives. In addition, the tool includes online search capability so members can proactively view prescription savings opportunities.

Rx Savings Solutions will be promoted throughout the Blue KC member portal, MyBlueKC.com. Blue KC will begin with an awareness email campaign in July to members with an active email address on file with Blue KC. Text and/or email notifications will begin in August. To receive text message alerts, members must log into their portal and reach the Rx Savings Solutions page to verify their preferred mobile phone number. If they do not take this step, they will only receive email notifications. Members can opt out of notifications at any time.

**Check out the new Rx Savings Solutions employer toolkit:
BlueKC.com/ConsumerTools**

If you have questions, please contact your Blue KC marketing representative.

Sincerely,



Ron Rowe
Vice President, Sales

FILED

JUL 05 2016

Scott W. Buehler
Vernon County Clerk

*American Well's Online Care Group is an independent provider participating in Blue KC's commercial provider networks.

