

# B'link

## EMPLOYEE COMMUNICATIONS CENTER

PREMERA |   
BLUE CROSS

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# Introduction

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**Welcome to B'link!** B'link is your business's link to employee communications and employer resources. Here you can find easy-to-use resources that help you keep your employees engaged in their health plan and make understanding benefits simple.

On B'link, you can find:

- **Flyers and posters** You can send these out digitally or print and post them in your break room
- **Email templates** Simply copy and paste into your email browser and then send
- **Content 3 ways** Messages you can copy, paste, and share — long, medium, and, short versions are available
- **And more!** Discover videos, promo packages, FAQs, sample communication timelines, the most popular topics, content in Spanish, and more

To get to B'link, just go to <https://blink.premera.com>.



# 5 tips for getting the most out of B'link

- 1 Think about your employees and how they want to receive communications.** Send an email, post a flyer, or include a message on your employee intranet. Content is served up best when it meets your employees where they are.
- 2 Create a communications timeline.** Keep your employees engaged in their health plan all year round by creating a schedule of communications. Your schedule should highlight important benefit and health topics for each month of your plan year. You can use the sample communications timelines in B'link as your guide.
- 3 Say it, then say it again, and again, and again—and in different ways.** Studies show that the human brain needs to see something more than once, twice, or even three times for information to sink in. So mix it up and use the variety of communication tools you'll find on B'link.
- 4 Promote benefits based on the season.** When it's flu season, promote vaccinations and preventive care. When it's summer, promote skin cancer awareness. By tying topics to the season, the message might resonate better with your employees.
- 5 Visit B'link often.** Throughout the year, we will continuously add new topics, tools, and resources.

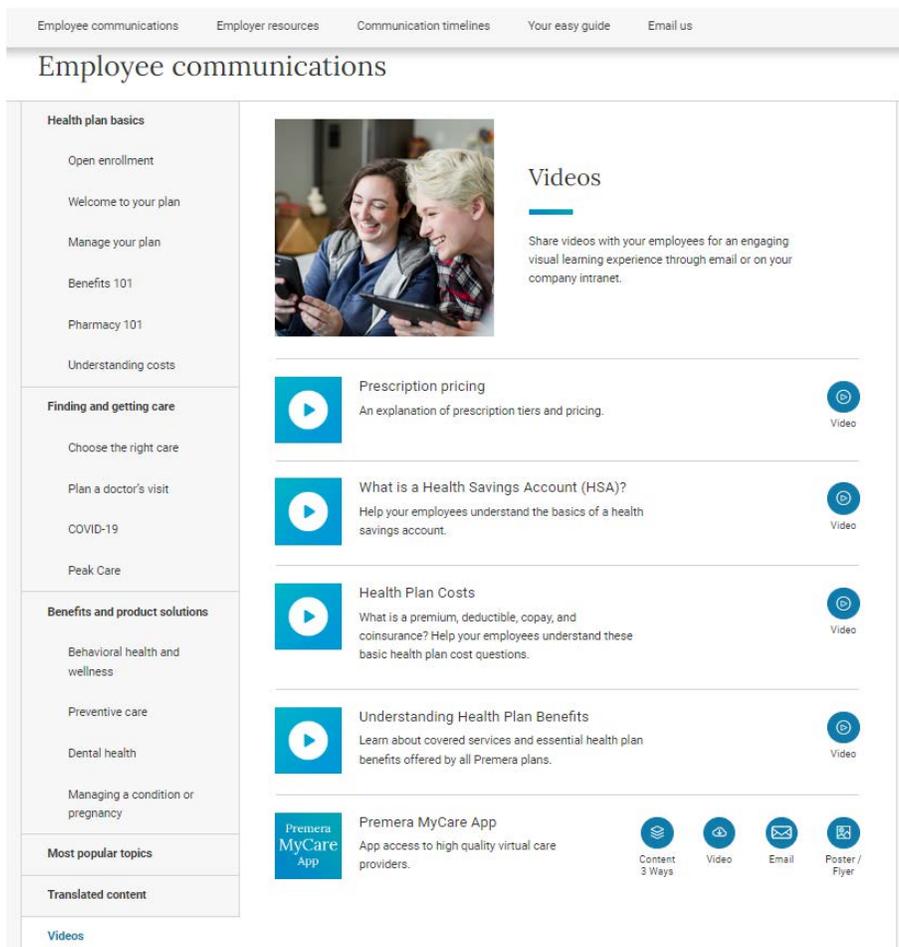
# How to find content on B'link

With hundreds of pieces of content to choose from, the answers to all your employee health plan questions may be in one place – on B'link.

Looking for something specific? Try searching for a topic using a keyword.



**Just browsing?** From the top nav bar, select the employee communications page to browse through all the categories. Just click on the category that interests you to see the topics and content available to download.



# Creating a communications schedule

We surveyed our employer groups and asked what we could provide that would be most helpful. They shared an interesting idea—a sample communications timeline that would help them create a communications schedule of their own to keep their employees engaged in their health plan every month of their plan year.

## Communication timelines

Whether you have just 5 employees or 500 employees, B’link offers a sample communication timeline for you. Each timeline shows suggested benefit and health topics for each month of your plan year.

When you go to B’link, access the timelines by selecting “Communications timelines” from the navigation bar at the top of the page.

Provide your employees with the communications listed during each month or use the timelines as a guide to create your own communications schedule.

The screenshot shows the B'link website interface. At the top, there is a navigation bar with the Premera logo and a search bar. Below the navigation bar, there are several tabs: "Employee communications", "Employer resources", "Communication timelines", "Your easy guide", and "Email us". The main content area features a large blue banner with the text "Communication timelines" and a sub-headline: "Use our thoughtfully prepared communication timelines as your guide to create a customized communication plan for your business. Each timeline is designed for a full plan year, just make your selections and start sharing." Below this banner, there is a section titled "Select your communication timeline" with three buttons: "Small business (1 to 50 employees)", "Mid-size business (51 to 99 employees)", and "Large business (100 or more employees)". To the right of the banner, there is a detailed monthly schedule table with three columns: "Health plan basics", "Finding and getting care", and "Benefits and product solutions".

	Health plan basics	Finding and getting care	Benefits and product solutions
Month 1	Manage your plan Mobile app	Choose the right care Centers of Excellence – 1-50 Empl	
Month 2	Plan a doctor's visit Find a Doctor tool Plan a doctor's visit Designating a PCP	Preventive care Preventive care	
Month 3	Benefits 101 How to use health benefits Understanding costs See costs before your doctor visit	Plan a doctor's visit Prepare for a doctor's visit	Behavioral health and wellness General Behavioral Health
Month 4	Understanding costs Explanation of Benefits (EOB) Pharmacy 101 Save with generics and mail-order	Managing a condition or pregnancy Blood pressure	
Month 5		Choose the right care 24-Hour NurseLine	Wellness Mental health

# Open enrollment

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## Preparing for open enrollment?

B'link offers a category for open enrollment with customizable templates to help you share information about your health plan benefits both before and during open enrollment.

### Pro tips:

1. Start communicating early and don't stop.
2. Check out the Open Enrollment category in B'link. Use all the resources available to help your employees feel comfortable making their health plan decisions.
3. Open enrollment content is available in various lengths and formats to meet a variety of communication needs. Share information with your employees in as many ways as possible—through your company newsletter, on your company intranet, by hosting an open enrollment webinar, through email blasts, and more.
4. Supplement your open enrollment communications with additional information about your Premera health plan. B'link is a vast library of materials and resources that you can share. Go explore!



## Open enrollment

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Help your employees understand their options before, during, and after open enrollment.



### Open enrollment

Use the How To Guide to create a winning communications plan for open enrollment. For a quick reference of all employee communications, select the Promo Package.



How To  
Guide

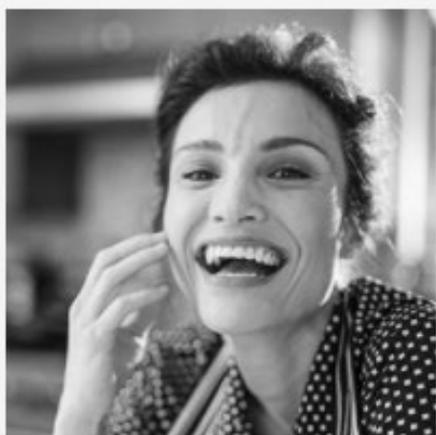


Promo  
Package

# Welcome to your plan

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Help your employees get started with their health plan using B'link employee communications. The **Welcome to Your Plan** category features materials that will help your employees:



## Welcome to your plan

Materials to help get your employees started with their health plan benefits.

### **Topic 1: Get the most out of your plan.**

Share the first steps your employees should take when beginning their health plan (in English and Spanish).

### **Topic 2: They're enrolled. Now what?**

More tips to provide to your newly enrolled employees.

# Employer resources

B'link isn't just a resource for ready-to-use employee communications. It's also a place where you can find employer resources. Check out the **Employer Resources** section in B'link.

Here you will find a link to your:

- Employer news
- Secure employer account
- List of in-network flu shot and COVID immunization clinics

The screenshot shows the Premera Blue Cross website interface. At the top left is the logo with 'PREMERA | BLUE CROSS' and a cross icon. At the top right is a search bar with the text 'Go to premera.com' and a search icon. Below the logo is a navigation bar with links: 'Employee communications', 'Employer resources', 'Communication timelines', 'Your easy guide', and 'Email us'. The main content area has a '< Back' link and the heading 'Employer resources'. On the left is a sidebar menu with items: 'Employer news', 'Immunization clinics', 'My plan reports', 'Manage eligibility', 'View my bill', and 'Plan benefit booklet'. The main content area features a photo of a man in a grey and white shirt holding a white mug and a smartphone. To the right of the photo is the heading 'Employer news' with a blue underline, followed by the text 'Stay informed with the latest updates and offerings from Premera Blue Cross.' and a blue button labeled 'Employer news'.

## HAVE FEEDBACK OR A STORY TO SHARE?

We built B'link to link benefit administrators with easy-to-use communications and resources. We welcome your ideas for new topics and stories about how you use B'link.

[blink@premera.com](mailto:blink@premera.com)

Premera is providing these templates as a courtesy to our valued employers. Many employers find that these templates help them communicate better with their employees about important health plan information. However, we are not authorizing any changes to text, pictures, or any other formatting, unless specifically identified in the documents. Employers will be solely responsible for all consequences due to any unauthorized changes made to the provided templates.