



B'link

EMPLOYEE COMMUNICATIONS CENTER

PREMERA | 
BLUE CROSS BLUE SHIELD OF ALASKA

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Introduction

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, and more

To get to B'link, just sign in to your secure employer account – [SIGN IN](#).



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.

[Employee communications](#) [Employer resources](#) [Communication timelines](#) [Your easy guide](#) [Email us](#)

[< Back](#)

Employee communications

Health plan basics

Open enrollment

Welcome to your plan

Manage your plan

Benefits 101

Pharmacy 101

Understanding costs

Finding and getting care

Choose the right care

Plan a doctor's visit

COVID-19

Benefits and product solutions

Behavioral health and wellness

Preventive care

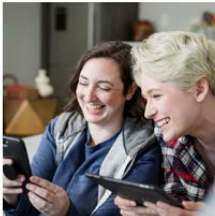
Dental health

Managing a condition or pregnancy

Most popular topics


Translated content

Videos




Videos

Share videos with your employees for an engaging visual learning experience through email or on your company intranet.




Prescription pricing

An explanation of prescription tiers and pricing.




Video




What is a Health Savings Account (HSA)?

Help your employees understand the basics of a health savings account.




Video




Health Plan Costs

What is a premium, deductible, copay, and coinsurance? Help your employees understand these basic health plan cost questions.




Video




Understanding Health Plan Benefits

Learn about covered services and essential health plan benefits offered by all Premiera plans.




Video




Premiera MyCare App


App access to high quality virtual care providers.




Content 3 Ways



Email



Poster / Flyer



Video

Wavelength (nm)	400	450	500	550	600	650	700	750	800	850	900
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When you go to B'link, access the timelines by selecting "Communications timelines" from the

Provide your employees with the communications listed during each month or use the timelines.

Open enrollment

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!

The screenshot displays the Premera B'link website interface. At the top, the Premera logo is on the left, and a search bar with the text "Go to premera.com" and a magnifying glass icon is on the right. Below the header is a navigation bar with links: "Employee communications", "Employer resources", "Communication timelines", "Your easy guide", and "Email us". The main content area is titled "Employee communications" with a "Back" link. On the left is a sidebar menu with categories: "Health plan basics" (containing "Open enrollment", "Welcome to your plan", "Manage your plan", "Benefits 101", "Pharmacy 101", and "Understanding costs") and "Finding and getting care" (containing "Choose the right care"). The "Open enrollment" section is highlighted. It features a photo of a man with glasses and a blue bar. The text reads: "Open enrollment. Help your employees understand their options before, during, and after open enrollment." Below this, there is a "How To Guide" icon and text: "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." To the right of this text are two circular icons: "How To Guide" and "Promo Package".

Welcome to your plan

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

[Go to premera.com](#)

[Employee communications](#) [Employer resources](#) [Communication timelines](#) [Your easy guide](#) [Email us](#)

[< Back](#)

Employer resources

[Employer news](#)


[Immunization clinics](#)

[My plan reports](#)

[Manage eligibility](#)

[View my bill](#)

[Plan benefit booklet](#)



Employer news

Stay informed with the latest updates and offerings from Premera Blue Cross Blue Shield of Alaska.

[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.

EmployerFeedback@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.