# OPEN ENROLLMENT

Kinwell Clinics - Content

**Use this content to let your employees know about the benefits of Kinwell clinics to Premera members.**

**Instructions**

Copy and paste the below content that works best for the way you want your employees to receive the information:

1. **Long**: Designed for your employee newsletter or email
2. **Medium**: Ready for your employee website or as a brief reminder
3. **Short**: Great for an employee text message, intranet banner, or your employee television

1. Long

In our ongoing efforts to address the primary care shortage crisis and make healthcare work better, Premera Blue Cross is pleased to announce the opening of new primary care clinics. Introducing Kinwell, an in-network provider bringing a new standard of primary care to communities across Washington.  
  
Kinwell clinics are only available to Premera members and provide a different approach to primary care that’s rooted in compassion and puts people first. Kinwell offers patients more attention and less complexityto create a better relationship with their healthcare teams.   
  
In addition to primary care, Kinwell offers convenient ways to seek care with:

* Appointments available both in person and virtually
* Easy online scheduling
* Reduced wait times
* In-clinic lab tests
* Integrated behavioral health services

Kinwell clinics are dedicated to serving members with a whole-health approach to primary care. Whether it’s an everyday ailment, a chronic condition, a mental health issue, or a standard checkup, Kinwell patients will feel welcomed and cared for every step of the way.   
  
To find out more about Kinwell clinics and the communities they serve, visit [**kinwellhealth.com**](https://kinwellhealth.com/clinics/).

2. Medium

Kinwell clinics are delivering a new standard for primary care in Washington. They offer primary care services that are just for Premera Blue Cross members. And as members, you and your family will have access to the following benefits at Kinwell clinics:

• Easy online scheduling

• High quality, accessible, and patient-centered health care for the whole family

• Integrated preventive services and behavioral health care

• Virtual or in-person appointments with your provider of choice

• In-clinic lab tests

To find out more about Kinwell clinics and the communities they serve, visit [kinwellhealth.com.](https://kinwellhealth.com/clinics/)

3. Short

If you’re looking for quality and affordable primary care in Washington, Kinwell clinics have reduced wait times, easy online scheduling, and appointments available both in person and virtually – just for Premera members.

Visit [kinwellhealth.com](https://kinwellhealth.com/clinics/) for more information.