

# Information Toolkit for You

The materials provided in this kit can help you promote the BlueCare Health Advocacy Program to your employees. BlueCare is a health advocacy strategy in which Blue Cross members have direct access to a Health Advocate who serves as a coach and advisor for them and their covered dependents. A Health Advocate will guide the member through questions and will work to resolve a variety of issues related to the member's healthcare needs.

The information provided in this kit offers a quick and easy strategy to market the BlueCare Health Advocacy program. Effective communications and marketing is the key to maximum participation and engagement.



*As a Blue Cross member, you can get personalized one-on-one help!*



**To order additional tool kit materials, simply follow these steps:**

1. Go to [AlabamaBlue.com/employers](http://AlabamaBlue.com/employers) and sign in.
2. Select **Forms and Materials**.
3. Enter the stock number to download or order materials.

Title	Stock Number
Care Reminders Flier .....	FYH-307
Care Reminders Postcard .....	FYH-308
BlueCare Mailer .....	MKT-243
BlueCare Folding Mailer .....	MKT-244
BlueCare Flier .....	MKT-303

**BlueCare video link:**  
<http://bcbsal.acms.com/bluecare/>



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