**Email #1**

**Attachments:** What care is best for me?

**Subject Line Options:**

* Tips on selecting the best care option
* Knowing your options for care

**Copy:**

*[Salutation]*,

Too often, illness or injury appears out of the blue. As an Excellus BlueCross BlueShield member, know you have options if your primary care doctor is not available.

Based on your medical needs, one of the following may be best:

* **Telemedicine** for minor medical or behavioral health needs. Excellus BCBS has partnered with MDLIVE® to give members 24/7 access to board certified doctors. Register or log in at ExcellusBCBS.com/Member
* **24/7 Nurse call line** to connect with a nurse 24 hours a day, seven days a week. Nurses can provide support for general questions, nutrition information, and information regarding medications and health conditions.
* **Urgent Care Center** for medical issues that are not life threatening like minor cuts, sprains or cold treatment.
* **Emergency room** for serious or life threating injury or illness.

View the attached chart to help you make the right choice the next time you need care.

*[Signoff]*

**Email #2**

**Link:** Urgent Care video

**Subject Line Options:**

* Urgent Care could save you time and money
* Learn the difference between emergency and non-emergency care

**Copy:**

*[Salutation]*,

When you need immediate medical care, and your doctor is not available – it’s important to know you have options.

A trip to the emergency room could be costly and the wait time could long. It may be best to visit an urgent care center if you need treatment for:

* Minor cuts, bruises or burns
* Muscle strains or sprains
* Cold and flu
* Earaches, sore throat, cough, congestion
* Allergy treatment

[[Click here]](https://youtu.be/0UTUgYJ-gJ8) to watch a short video on what is urgent care used for and when you should go.

A listing of in-network urgent care options can be found [here](https://www.excellusbcbs.com/careoptions/urgent-care). If you have questions about your coverage and benefits or need additional help finding a participating provider, please call the Customer Care at the number on the back of your member card.

*[Signoff]*