



Right Care! Right Place! Right Price!

findtherightcare.org

Communication Tool Kit



WHY SHOULD I PUBLICIZE FIND THE RIGHT CARE WITH MY EMPLOYEES?

Knowing all your healthcare options will **SAVE YOU TIME AND MONEY** while freeing up critical medical resources to save lives.



What is findtherightcare.org

Our consumer-facing engagement site [FindTheRightCare.org](https://findtherightcare.org) has helped lower the number of emergency department visits in target markets by 2.1 percent. The site gives users ways to learn about the different healthcare options and gain a better understanding of when to go to your family doctor, urgent care, or the emergency room.

findtherightcare.org Communication Toolkit

From Health Action Council | UnitedHealthcare | CVS | Walgreens

Here are more reasons to do this:

Most studies find that at least 30% of all ED visits in the United States are nonurgent. A recent study projected \$4.4 billion in annual savings if nonurgent ED visits were cared for in retail clinics or urgent care centers during the hours these facilities are open. The average emergency room cost is \$2,000, ten times higher than urgent care or virtual visit that costs \$50 to \$150. Give employees tools like findtherightcare.org to check symptoms first and understand care options.

According to the U.S. Department of Health and Human Services, nearly 9 out of 10 adults in America lack the skills needed to manage their health and prevent disease. A study published in the [*Journal of Medical Internet Research*](#) shows that when people read patient education material and communicate their understanding back to the doctor, they are 32% less likely to be hospitalized and 14% less likely to visit the emergency room.

How do I start a findtherightcare.org Campaign?

With 3 easy steps your organization can share messages about how you can educate and understand all of your healthcare options to lead to a better quality of care and save you time and money.

1. **Select** - social media posts from our inventory of our monthly pre-written posts.
2. **Pair** - one of our images with one of the monthly pre-written posts.
3. **Share** - your posts on your company's social media accounts each month!

We have also included a PowerPoint presentation, two newsletters and a flyer to help you communicate the importance of choosing the right care option to your employees.

Below you will find a brief description of each type of health care location as well as typical uses for each visit!

Family/Primary Care

Know your medical history & have access to your medical records

Typical uses are:

- Routine Checkups
- Annual/Physicals
- Immunizations

Virtual Visit

Simple 24/7 access to doctor using a smartphone or computer.

Typical uses are:

- Allergies
- Bladder Infections
- Mild cough, cold & flu

Convenient Care/Retail Clinic

Access to a nurse practitioner or physician assistant 7 days a week in a shopping plaza or retail store

Typical uses are:

- Common infections
- Minor skin conditions
- Pink eye

Urgent Care

Best when you need care quickly, not a life-threatening emergency.

Typical uses are:

- Animal & insect bites
- Minor vomiting & diarrhea
- Sprains, strains & fractures

Emergency Room

Open 24/7, 365 days a year, best for life-threatening, serious health conditions

Typical uses are:

- Severe pain
- Difficulty breathing
- Fainting or dizziness

Urgency Center

Newer care option. More expensive than an urgent care or traditional room

Typical uses are:

- Any Non-life-threatening emergencies



HEALTHCARE HEROS
findtherightcare.org

Promotional Videos:

Below are links to videos from two of our Healthcare Hero advocates. Todd Hill, a CVS pharmacist and Dr. Kate Kruek, a pediatrician emphasize the importance of utilizing alternatives to the emergency room such as primary care providers, retail convenience clinics and telehealth medicine.

[https://healthactioncouncil.org/getmedia/14f74945-2f7d-4e40-86bc-83a096c33d57/Healthcare-Heros-Video-Post-\(Pediatrician\)-3-18-21](https://healthactioncouncil.org/getmedia/14f74945-2f7d-4e40-86bc-83a096c33d57/Healthcare-Heros-Video-Post-(Pediatrician)-3-18-21)

[https://healthactioncouncil.org/getmedia/497a90c0-9080-4f47-b807-24b05d19490e/Healthcare-Heros-Video-Post-\(Pharmacist\)-3-18-21](https://healthactioncouncil.org/getmedia/497a90c0-9080-4f47-b807-24b05d19490e/Healthcare-Heros-Video-Post-(Pharmacist)-3-18-21)

We have a Family Physician too! Here is his quote:

“Check Your Symptoms First. Are you thinking about heading to the ER so you do not miss a day of work? Well, it could cost you more than needed. Contact your Family Physician or primary care clinician for direction. They know you best. You can also use FindTheRightCare.org to check your symptoms and see if there is another option. Remember, you can get a telehealth visit with most doctors—so you do not have to have to miss work and you can connect with a clinician you know.”

Dr. Bryan Ghiloni, MD
Family Physician

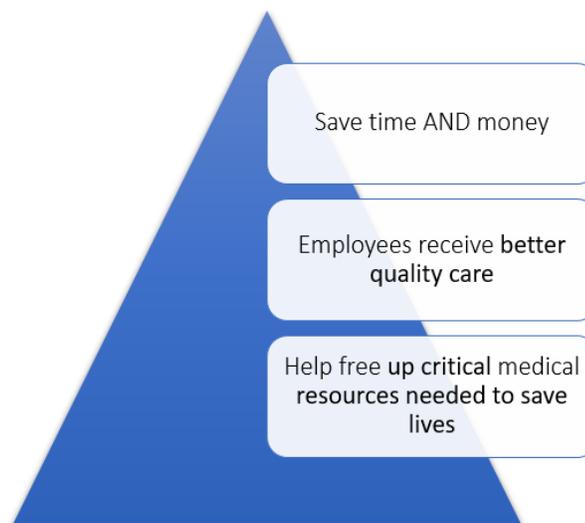


PowerPoint Presentation:

We have included a brief PowerPoint presentation to help explain the purpose and benefits of utilizing findtherightcare.org.

<https://healthactioncouncil.org/getmedia/95d028fb-5d9c-47df-9d08-10cf0466937a/Find-the-Right-Care-PPT>

Why should my company publicize Find the Right Care?



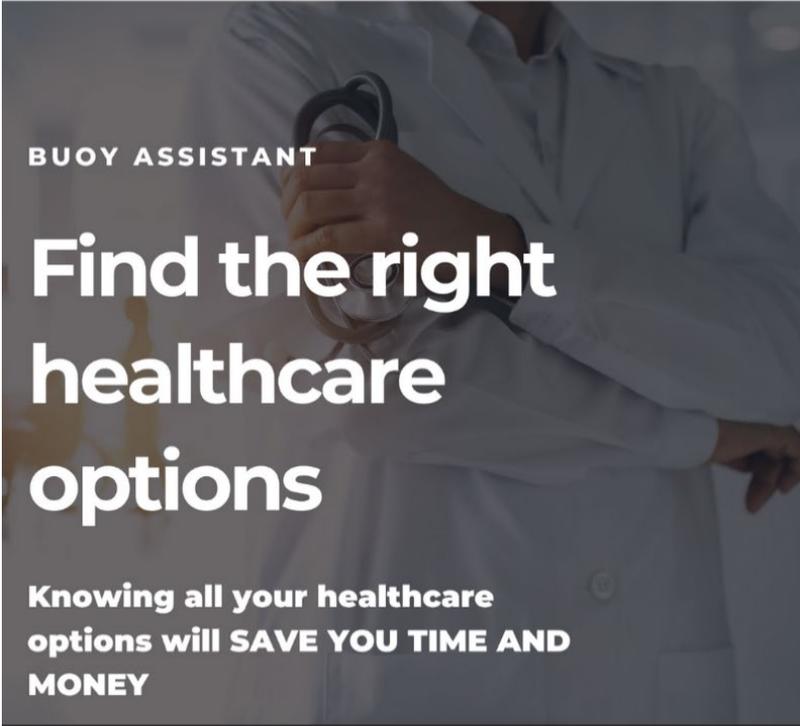
Flyer:

Post or attach this flyer somewhere you think your employees will see it and want to read it.

[https://healthactioncouncil.org/getmedia/b48bfa17-07bd-438d-b645-1888d19f60a3/Blue-White-Doctor-Health-Fair-Flyer-\(1\)](https://healthactioncouncil.org/getmedia/b48bfa17-07bd-438d-b645-1888d19f60a3/Blue-White-Doctor-Health-Fair-Flyer-(1))

find the right care

Right Care! Right Place! Right Price!



BUOY ASSISTANT

Find the right healthcare options

Knowing all your healthcare
options will **SAVE YOU TIME AND
MONEY**

Try our new (and FREE) artificial intelligence-powered chatbot Buoy Assistant which gives you a personalized and more accurate view of their symptoms and then recommends the appropriate location for care.



Findtherightcare.org

Newsletters:

Here are two different versions of a findtherightcare.org newsletter. Choose to either distribute one to your staff members or pull bits and pieces from them and create your own.

https://healthactioncouncil.org/getmedia/e7e6980d-739b-4486-b09a-91f68fc3665b/Sample-Find-the-Right-Care-newsletter-1_1

<https://healthactioncouncil.org/getmedia/38e09a21-34ea-412a-8eab-a20c8679f613/Sample-find-the-right-care-newsletter-2>

MARCH 2021

FINDTHERIGHTCARE.ORG

Get the healthcare you need for your symptoms



For more information
visit:
findtherightcare.org



Know Your Options Before You Need Them

When people find themselves needing medical attention, their initial thought is to go to the emergency room. At the time, the ER might seem like the best option because it is guaranteed care and you are sure to see real doctors. What people do not consider, however, is the outrageous cost that comes along with an ER visit. According to the National Institute of Health (NIH), the median cost of the average emergency room ranges from \$1,233 to \$2,168. Unless you are experiencing a life-threatening emergency, why continue to use the ER when there are plenty of other high quality, cost-efficient healthcare resources available?

When the time of year comes around for you to receive your flu vaccine, your child(ren) needs their vaccines, or it's time for your yearly checkup, your primary care provider (PCP) should be your go-to person. PCP's know you better than any other medical professional you've visited in the past. They have access to your

medical records and know your medical history. Not only does your PCP look out for your health, but they look out for your wallet as well. The average cost of a visit to a PCP is \$50-\$200.

Other great alternatives to the emergency room include virtual visits, retail clinics and urgent care centers. Whether you're feeling under the weather or have a minor injury, these options will deliver quality care promptly. They are staffed with doctors, nurses and physician assistants. The average cost of these three options is between \$40-\$200, much lower than the emergency room. Remember to keep these options in mind for the next time you need medical attention!

Symptom Checkers

To help assist you in choosing a healthcare location, consider using a symptom checker! Buoy Assistant provides users with a personalized and accurate view of what they may be experiencing. This artificial intelligence (AI) powered chatbot responds to your symptom descriptions with possible diagnoses and healthcare suggestions in real time. Buoy Assistant is free for anyone to use and is available 24/7.



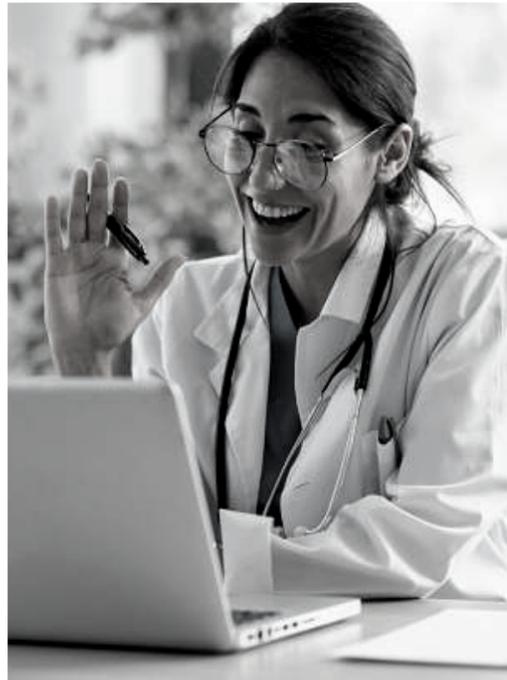
Knowing all your healthcare options will save you time and money while freeing up critical medical resources to save lives.

Prescription Discounts

findtherightcare.org has partnered with Optum to provide users with an Optum Perks prescription discount card at no cost. Optum negotiates discounts with drug manufacturers to help consumers save at the pharmacy counter.

The card is pre-loaded with coupons for most FDA-approved medications. By using the card, people can save up to 80% on their medications, even without insurance. Because the card is not a form of insurance, it is available to anyone. No one can be denied because of age, medical history, residency status, or frequency of use. Even if a patient has insurance coverage, the card may provide them a better price at the pharmacy.

The Optum Perks discount cards are accepted at thousands of pharmacies nationwide. These pharmacies can range from large chains to local establishments.



Social Media Posts:

Below are two pre-assembled social media posts for each month of the year including a graphic attached to each.

January

Telehealth medicine is a type of healthcare that became especially useful in 2020. Not only do patients have access to healthcare providers 24/7, but they can receive a diagnosis and form of treatment almost instantly as well! Next time you're suffering from a minor condition, make sure to keep this option in mind and check out our symptom checker on our findtherightcare.org website. #virtual #quick #noncontact #minorconditions

<https://healthactioncouncil.org/getmedia/04dee9b8-e11c-4174-ba68-bfc4a67e8b4e/istockphoto-1215001809-612x612>

#Pneumonia is a tricky illness to diagnose because the symptoms aren't specific. If you start to feel a cough coming on, see your primary physician to receive treatment. Learn more about how to prevent pneumonia this #winter here: <https://bit.ly/309avXi> @HarvardHealth

<https://healthactioncouncil.org/getmedia/9005ddb7-8a5c-45fa-9fa6-adb5e29df65a/Find-the-Right-Care-Pneumonia-1>

February

Walk-in retail clinics are a convenient way to receive care while experiencing minor symptoms. CVS Minute Clinic is a great option to receive quality healthcare and save both time and money! Check out the CVS Minute Clinic website for all locations! #minorconditions #cvsmminuteclinic #common #infections

<https://healthactioncouncil.org/getmedia/a84119fa-ae17-4f1b-bb7b-422168a4eb5b/Find-the-Right-Care-CVS>

Regularly monitoring your blood pressure, with support from your health care team, can help lower your risk for heart disease and stroke. You can check your blood pressure at the doctor's office, at a pharmacy, or even at home! Learn more from @CDC. <https://bit.ly/2iFB6U5external> icon #HeartMonth

<https://healthactioncouncil.org/getmedia/622c8a8a-dcb6-4ed8-9cb6-6e4f0cd71cc9/Find-the-Right-Care-American-Heart-Month>

March

Your Primary Care Physician (PCP) knows your medical history better than anyone else. He/She should be your go-to person for illness or chronic condition management because they can advise you on next steps based on treatments you've received in the past. Make sure you are utilizing this valuable form of healthcare! #PCP #RoutineCheckup #Physicals

<https://healthactioncouncil.org/getmedia/5d2c4399-eb79-4859-8c26-81a9e8b636a1/Find-the-Right-Care-PCP1>

@CDC Did you know? Flu viruses are thought to spread mainly by droplets made when people with flu cough, sneeze, or talk and can spread up to others up to 6 feet away. Learn more about how flu spreads: <https://www.cdc.gov/flu/about/disease/spread.htm>

<https://healthactioncouncil.org/getmedia/53c6cb10-1803-4e21-8f04-0ba2d4f5e22d/Find-the-Right-Care-Flu>

April

Urgent Care Centers can be good resources when you need to receive care for mild conditions quickly. These centers accept walk-in appointments seven days a week, and usually have brief wait times. Keep this option in mind next time you need care promptly! #urgent #minor #mild #quickcare

<https://healthactioncouncil.org/getmedia/8e27d5db-b5c4-42b5-bc43-00bd36b65fe1/Find-the-Right-Care-Urgent-Care1>

In honor of Asthma and Allergy Awareness Month, I'm making a pact to A.C.T. for Asthma and Allergy. By working together, we can reduce severe asthma attacks and allergic reactions: aafa.org/act #act4asthma #act4allergy via @AAFANational

<https://healthactioncouncil.org/getmedia/9cdc0c08-892f-4e80-8448-a2b1b9bbbd2c/Find-the-Right-Care-Allergies>

May

Emergency Rooms are extremely costly and not always the most practical way to receive care. Unless your conditions are life-threatening, ER's should be avoided in order to allow patients in need of immediate medical attention to be seen. #emergency #sudden #severe #twentyfourseven

<https://healthactioncouncil.org/getmedia/6bdc626e-13fd-44c3-b74d-51e6f0f37497/Find-the-Right-Care-ER>

@CDC Do you know the signs and symptoms of stroke? F.A.S.T. is an easy acronym to help you remember them—and perhaps save a life. <https://bit.ly/2nwcsZU>

<https://healthactioncouncil.org/getmedia/6c5765e5-afb5-4f4c-8ffc-a0b852b47b06/Find-the-Right-Care-Stroke-Awareness-Month>

June

Urgency Centers are a newer care option and often get confused with Emergency Rooms. They offer many of the same services as ER's, yet are much more costly! If you're looking to receive care in a cost-effective way, this healthcare option should be your last resort! #urgent #lastresort #freestanding

<https://healthactioncouncil.org/getmedia/a8b8399a-59f6-4ce4-a0fb-9df3cd1fce5d/Find-the-Right-Care-Urgency-Center>

An #asthma episode, also called an asthma flare-up or asthma attack can happen any time. Mild symptoms may only last a few minutes while more severe asthma symptoms can last hours or days. Learn more about asthma symptoms: <https://ctt.ec/NG5bd+> via @AAFANational

https://healthactioncouncil.org/getmedia/f3d9b12a-05c1-4116-9db8-135054f0d5d2/Find-the-Right-Care_Asthma

July

With the emergence of #artificialintelligence, people now have healthcare options available at their fingertips! Check out the Buoy Symptom Checker at <https://bit.ly/30fmFXM> for an accurate view of your #symptoms as well as best care recommendations. #findtherightcare

https://healthactioncouncil.org/getmedia/cbc5ce5c-2b0f-412a-88ec-005a7b48a408/Find-the-Right-Care_Buoy

With #summertime comes fireworks, outdoor grilling and sun tanning. To prevent severe burns as well as a trip to the ER, make sure you're following #safety precautions while having fun this summer. Learn more about burn safety from the @USFA at: <https://bit.ly/3qgtbyT>

https://healthactioncouncil.org/getmedia/78c1a739-72a9-4648-b135-6d8a1662a2f3/Find-the-Right-Care_Burns

August

Interested in saving up to 80% on your prescription medications? We have just the tool for you! Check out this free Optum Perks Rx Discount Card available to anyone, and start saving now!

<https://bit.ly/3c33AVe>

https://healthactioncouncil.org/getmedia/189a11d5-475a-426d-88b3-ef146b3526ce/Find-the-Right-Care_Optum-Perks

Dehydration is something that is more common in the #summer than any other time of year. The best way to prevent #dehydration is to drink water before you get thirsty. To learn more from the @CleClinic about dehydration prevention visit: <https://cle.clinic/2OpSbX7>

https://healthactioncouncil.org/getmedia/98e7ea1c-075c-4947-9355-45955666b9c6/Find-the-Right-Care_Dehydration

September

Telehealth medicine is a convenient form of healthcare that people can access through their smartphones or computers. With minor wait times and low costs, virtual visits are a great option when experiencing minor conditions. #telehealth #virtual #minorconditions

https://healthactioncouncil.org/getmedia/44d1e72d-4f5f-4316-aa8b-ff3a6bc9c353/Find-the-Right-Care_Virtual-Visit2

#September is #nationalpainawarenessmonth. Many chronic conditions tend to cause people chronic pain and discomfort. Do not suffer in silence; see your primary physician to learn how you can manage the pain. See what resources are available to you by visiting: <https://bit.ly/3c0rCAa> @ACPA

https://healthactioncouncil.org/getmedia/e0998f0d-12cd-482a-8d70-10858ff144df/Find-the-Right-Care_Pain-Awareness-Month

October

Feeling sick but don't have time to schedule an appointment with your physician? Retail clinics are a great option for you! @CVS Minute Clinic & @Walgreens Express Clinic offer quality care at low prices! Keep these options in mind next time you are experiencing minor symptoms. #CVS #Walgreens #minorconditions #convenience

https://healthactioncouncil.org/getmedia/b50e5b23-74e3-4d05-b856-8eb60bdc00e9/Find-the-Right-Care_Walgreens

@FDA Do you know the signs of a heart attack? While the most common symptom for both women & men is chest discomfort, women are more likely than men to have other symptoms such as back pain, jaw pain, shortness of breath, indigestion, and nausea or vomiting. Know the signs of a heart attack and learn more about how to protect your heart health from the FDA Office of Women's Health: [FDA Office of Women's Health: Heart Attack Symptoms](#)

https://healthactioncouncil.org/getmedia/90ec20a8-4a46-4507-a671-128e6077230a/Find-the-Right-Care_Heart-Attacks

November

Primary Care Physicians can act as your home base for illness or chronic condition management and can guide you on next steps based on the treatment you've already received. Skip the ER & schedule an appointment with your #PCP next time you're feeling under the weather! #routinecheckup #physicals #diagnosis

https://healthactioncouncil.org/getmedia/0aa39b5f-def9-434e-9acf-2adfdf526b7b/Find-the-Right-Care_PCP2

Do you have a runny nose, stuffed and sore throat? You possibly might just have the common cold! By using the Symptom Checker from <https://findtherightcare.org/> you will be able to dictate who to turn to when seeking treatment! #cold #symptomchecker

https://healthactioncouncil.org/getmedia/4aaf082b-2ecd-49b9-bc5d-f9b52c970c71/Find-the-Right-Care_Common-Cold

December

Next time you need care right away, but aren't experiencing a life-threatening emergency, visit a local #urgentcare! Urgent Care Centers are staffed by doctors, nurse practitioners and physician assistants who will get you the care you need! #skiptheER #urgentcare #mildconditions

https://healthactioncouncil.org/getmedia/b8bc02b3-8303-4aaf-85d9-76208d114006/Find-the-Right-Care_Urgent-Care2

@CDC OW! Severe joint pain affects nearly 15 M US adults or over 1 in 4 adults w/ #arthritis. Physical activity can help relieve arthritis pain. www.cdc.gov/arthritis

<https://healthactioncouncil.org/getmedia/e025e2e2-6afa-4395-832f-005111825f8f/Find-the-Right-Care-Arthritis>

Additional Resources:

Find the Right Care Website - <https://findtherightcare.org/>

CVS Minute Clinic Website - <https://www.cvs.com/minuteclinic/>

Walgreens Healthcare Clinic Website - <https://www.walgreens.com/findcare-partners/findcare/partner/ssm>

CDC Website - <https://www.cdc.gov/>

Thank you for doing your part!



Health Action Council is a not-for-profit 501(c)(6) organization representing mid and large-size employers that enhances human and economic health through thought leadership, innovative services and collaboration. It provides value to its members by facilitating projects that improve the quality and moderate the cost of healthcare purchased by its members for their employees, dependents and retirees.

Health Action Council also collaborates with key stakeholders - health plans, physicians, hospitals and the pharmaceutical industry - to improve the quality and efficiency of healthcare in the community.

