



Find The Right Care Communications Toolkit

Educate and Build Awareness with Your Employees

About Find The Right Care

What is findtherightcare.org ?

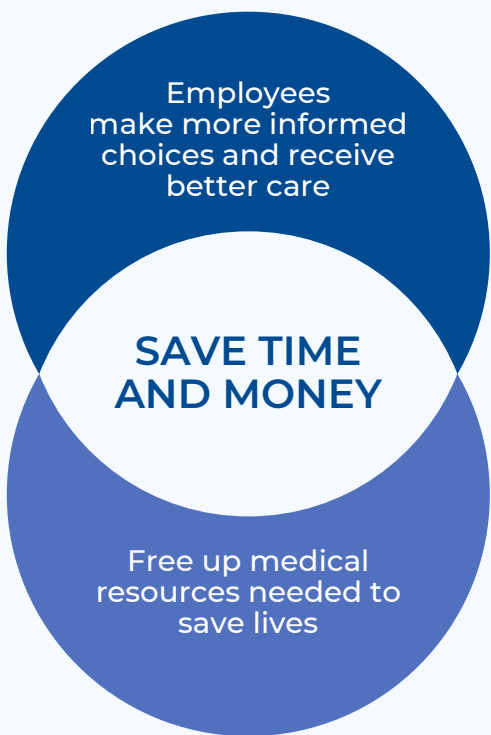
Health Action Council created www.findtherightcare.org to educate employees about available healthcare options and provide tools that assist with choosing the best care for their symptoms. This knowledge helps them gain an understanding of what each provider's area of focus is and when to visit their primary care physician, an urgent care center, or the emergency room.

How does it work?

We've partnered with Buoy Health to offer Symptom Checker, a secure interactive tool that helps employees make good healthcare decisions when they or a loved one is not feeling well. By entering symptoms and answering questions, Symptom Checker gets a holistic view of the case and calculates which illnesses are more likely. Symptom Checker's artificial intelligence algorithms evaluate symptoms and create personalized recommendations of the most appropriate treatment location, such as an urgent care center, retail clinic, or primary care provider.

Why should employers promote findtherightcare.org to employees?

Being able to make informed decisions about where to get the best care saves time and money while freeing up critical medical resources to save lives. Over 23,000 individuals were directed to the right site for care between August 2022 and July 2023. The site has helped lower the number of unnecessary emergency department visits in target markets by 2.1 percent.



Most studies find that at least 30% of all ER visits in the United States are non urgent. A recent study projected:

\$4.4 BILLION IN ANNUAL SAVINGS

if non urgent ER visits were cared for in retail clinics or urgent care centers. The average emergency room visit costs \$2,200, more than ten times higher than urgent care or virtual visits which cost \$70 to \$200. Using tools like findtherightcare.org lets employees check their symptoms first and choose which care options are most appropriate. Choosing the right care can reduce benefits costs, lower absenteeism, and improve overall employee health and productivity.

Compare Health Care Options

Virtual Visit

Wait Time: 5 Min.

Simple 24/7 access to a doctor using a smartphone or computer. Get quick diagnosis and treatment options for minor problems.

Avg \$75

Typically Treats

- Allergies & sinus problems
- Bladder infections
- Mild cough
- Bronchitis, cold & flu
- Stomach ache & diarrhea
- Pink Eye
- Rash
- Sore throat

Convenient Care

Wait Time: 20 Min.

A walk-in visit to a nurse practitioner or physician assistant seven days a week in a retail or drugstore. Get quick diagnosis and treatment options for minor problems.

Avg \$125

Typically Treats

- Common infections (i.e. sinus, ear, strep throat, urinary tract)
- Skin conditions
- Minor injuries
- Ear and throat aches
- Pink Eye

Family | Primary Care

Wait Time: 4 Days

Your Primary Care Physician (PCP) is your family doctor. They're often supported by a care team that can include a Physician Assistant (PA) and a Nurse Practitioner (NP). PCPs have access to your medical records, understand your past conditions, and can better diagnose your symptoms. You need to make an appointment to see them.

Avg \$175

Typically Treats

- Routine checkups
- Annual Visit/Physicals
- Immunizations
- General health management
- Preventive services

Urgent Care

Wait Time: 15 Minutes

A medical clinic staffed by doctors, nurse practitioners, and physician assistants who provide quick treatment for illnesses and injuries that are not life-threatening. Walk-in without an appointment seven days a week, usually with short wait times.

Avg \$200

Typically Treats

- Routine checkups
- Annual/Physicals
- Immunizations
- General health management
- Preventive services

Emergency Room

Wait Time: 2+ Hours

Located in a hospital and open 24/7, 365 days a year. This department is where you will get care for serious illnesses and injuries.

Avg \$1,200+

Typically Treats

- Severe pain
- Chest or upper abdomen pain
- Uncontrollable bleeding
- Difficulty breathing, speaking or walking
- Fainting or dizziness
- Sudden change in vision or weakness
- Severe head injury
- Spinal injury
- Severe trauma
- Serious musculoskeletal injuries
- Poisoning
- Major burns
- Suicidal or homicidal feelings

Urgency Center

Wait Time: 30+ Min.

A newer care option, these are freestanding emergency rooms but are not a part of a hospital. They offer many of the same services as a hospital emergency room and are often more expensive.

Avg \$1,500+

Start a Find the Right Care Campaign

This campaign is designed to assist employees with learning about and understanding their health care options which lead to better quality of care and saves time and money.

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

For greater impact, we have also included links to two videos, a flyer, a PowerPoint presentation, and an article to help you communicate the importance of choosing the right care option.

Videos

Videos promoting find the right care. These short ads focus on saving time and money by choosing the right care options.

[Video Link](#)

Flyer

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

[Flyer Link](#)

[Spanish Flyer Link](#)

Presentation

The link below provides a brief deck to help explain the purpose and benefits of utilizing find the right care. You can customize the cost of care amounts and use your logo.

[Presentation Link](#)

Article

Here is a Find the Right Care article. Choose to either distribute one to your staff members or pull bits and pieces from it and create your own marketing material.

[Article Link](#)

Social Posts

Below are two pre-assembled social media posts for each month of the year.

January



Telehealth medicine offers people the ability to connect with a health care provider from home or work. Not only do patients have access to healthcare providers 24/7, but they can receive a diagnosis and treatment almost instantly. Next time you're suffering from a minor condition, make sure to keep this option in mind and check out the symptom checker on findtherightcare.org. #virtual #quick #noncontact #minorconditions



Pneumonia symptoms can vary from so mild you barely notice them, to so severe that hospitalization is required. If you start to feel a cough coming on, see your primary physician to receive treatment. Learn more about how to prevent pneumonia: [\[Link\]](#)@LungAssociation

February



Walk-in retail clinics are a convenient way to receive care while experiencing minor symptoms. Know all your care options before you need them to save both time and money! [\[Link\]](#)



Support your children's health and help them avoid chronic conditions! Be sure to visit your child's pediatrician to oversee their overall health and well-being. Learn more about different types of primary care and specialty care physicians. [\[Link\]](#)

Social Posts

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.
#PCP #RoutineCheckup #Physicals



@famfightflu Did you know? Flu viruses are thought to spread mainly by droplets made when people with flu cough, sneeze, or talk and can spread to others up to 6 feet away. Learn more about how flu spreads: [\[Link\]](#)

April



Urgent Care Centers can be good resources when you need to receive care for mild to moderate 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



Knowing the different types of healthcare providers allows patients to better understand and navigate the healthcare system. Learn the different types of primary care and specialty care providers: [\[Link\]](#)

Social Posts

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



@American_Heart 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. [\[Link\]](#)

June



Urgency Centers 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 #emergency



Learn your local hospital's overall performance in keeping patients safe from errors, injuries, accidents, and infections. Find out which hospital is right for you: [\[Link\]](#)

Social Posts

July



With the emergence of #artificialintelligence, people now have healthcare options available at their fingertips! Check out the Buoy Symptom Checker for an accurate view of your #symptoms as well as best care recommendations. [\[Link\]](#) #findtherightcare



With #summertime comes playing outdoors, swimming, and sun tanning. To prevent severe sunburn as well as a trip to the ER, make sure you're following sun #safety precautions while having fun this summer. Learn more about sun safety [\[Link\]](#)

August



Interested in saving up to 80% on your prescription medications? We have just the tool for you! Check out this free prescription discount card available to anyone and start saving now! [\[Link\]](#)



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 @ClevelandClinic about dehydration prevention visit: [\[Link\]](#)

Social Posts

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



#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: [\[Link\]](#) @TheACPA

October



Feeling sick but don't know where to find the right care? Try the no-cost Symptom Checker to learn the best healthcare option for you. [\[Link\]](#)



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. [\[Link\]](#) @American_Heart

Social Posts

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 #physician #diagnosis



Do you have a runny nose, stuffed and sore throat? You might just have the common cold! By using the Symptom Checker you will be able to decide where to go for treatment! [\[Link\]](#) #cold #symptomchecker

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



Emergency rooms should be used only for life-threatening emergencies. Understand your healthcare options before you need them! [\[Link\]](#)