Subject line: Important plan information: Doctor, emergency room, urgent care or specialist?

Sub-header: Get the right care, at the right time, at the right place

Dear <First Name>,

You have lots of health care options — and likely lots of questions about which ones to use and when to use them. The best place to turn for health care depends on factors such as urgency and whether specialized care is required. Here’s a handy list to steer you in the right direction:

**24-Hour Nurse Line**

Medicare Plus Blue℠ members: **1-800-775-BLUE (2583**)

BCN Advantage members: **1-855-624-5214**

A registered nurse will answer your health questions, suggest at-home treatments for minor illnesses and injuries or advise you about where to go for treatment. For more information about the 24-Hour Nurse Line, click [here](https://www.bcbsm.com/index/members/health-wellness/nurse-line.html).

* Tip: This service **isn’t** recommended for medical emergencies.

**Primary doctor**

Choose this option if you need preventive care or a diagnosis or treatment for many conditions.

* Tip: To reduce your wait time, schedule your visit early in the morning or following lunch, when your doctor is less likely to be running behind.

**Specialist**

Find a specialist if you need a doctor with expertise in a specific area of medicine, such as dermatology. *Note: If you’re an HMO plan member, you’ll need a referral from your doctor first.*

* Tip: Bring a list of current drugs you take when you see your specialist.

**Urgent care center**

This is a good option after hours, on weekends or when you can’t get a quick appointment with your primary care physician for non-serious conditions such as earaches or minor injuries.

* Tip: Tell your doctor when you go to an urgent care center. He or she should know about any treatments or medications you receive.

**Emergency room**

Visit the ER if you need care for serious injuries or life-threatening conditions.

* Tip: To find the closest emergency room, log in to your Blue Cross member account and click *Find a Doctor*. Next, click the *ER* icon and your best options will appear.

We hope this information helps you better understand your care options so you can get the most from your health plan. We’d love to hear how we’re doing. Please continue to share your concerns so we can better serve you. What matters to you, matters to us.

Join the conversation by connecting with us on Facebook and Twitter. (add Facebook and Twitter links/icons)

Wishing you good health,

<add Krischa’s signature here>

Krischa K. Winright

Senior Vice President, Business Performance and Development

Senior Health Services

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*Medicare Plus Blue℠ and BCN Advantage℠ are PPO, HMO-POS and HMO plans with Medicare contracts. Enrollment in Medicare Plus Blue and BCN Advantage depends on contract renewal. This information is not a complete description of benefits. Contact the plan for more information. Limitations, copayments and restrictions may apply.*

*Benefits may change on January 1 of each year.*

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