



# Navigating Your Medical Options

Decisions, Decisions, Decisions – we all make them, but are we making the best choice?  
Let's compare the options:



## PRIMARY CARE PHYSICIAN (PCP)

A Primary Care Physician (PCP) is a physician who's principal medical specialty is in family practice, internal medicine, OB/GYN, general practice or pediatrics. Your PCP is your partner in managing and coordinating your healthcare services. Your PCP will build your file with your and your family's health history. He or she works with a team of health care professionals, which may include: physician's assistance (PA's), Nurse Practitioners (NP's) to provide diagnose treat and help you use preventive health measures for serious conditions. PCP Providers are Ideal for:

- Routine/Annual Check Ups
- Vaccines
- Any Non-Emergency Visit such as:  
Abdominal Pain, Sinus Infection, Sore Throats, Ear Infections, Urinary Tract Infections, Bumps and Bruises
- Prevention or Management of an existing condition (Ex. Diabetes)

Please refer to the Excellus BCBS Provider network to find In-Network PCP providers to help manage your care and related costs.

## URGENT CARE

When your Primary Care Physician is not available, but you need attention right away an Urgent Care Center is the next best choice for:

- Minor Cuts, Bruises or Burns
- Broken Bones, Muscle Strains or Sprains
- Sore Throat, Cold and Flu Treatment
- Ear Infections
- Superficial Wounds

Urgent Care can also do x-rays, lab work and other diagnostic tests.

## TELEMEDICINE

On demand access to affordable, quality health care. Anytime, anywhere. Why wait for the care you need now? Excellus BlueCross Blue Shield (BCBS) via MD LIVE, now offers another alternative to receive care. Visit with a US Board Certified doctor right from your home, office or on the go for non-emergency medical conditions.

When to use telemedicine:

- 24/7/365
- If your primary care doctor is not available
- Instead of going to the ER or urgent care center (for non-emergency issues)
- If traveling and in need of medical care
- Non-Emergency Visits such as: Sinus Infection & Sore Throat, Pink Eye, Urinary Tract Infections, and Ear Infections
- Behavioral Health Issues such as:  
Addiction, Depression, Life Changes, Stress, Trauma and PTSD

## EMERGENCY ROOM (ER)

The Emergency Room should be used when it is a life threatening emergency. This is your best choice for:

- Chest Pain/Difficulty Breathing
- Head and/or Eye Injuries
- Seizures
- Severe lacerations that require stitches
- Pregnancy/Birth
- Motor Vehicle Accidents
- Behavioral conditions that endanger the person or others