

# Healthy Blue



MASSACHUSETTS



**I**t's your life and living it well is important. At Blue Cross Blue Shield of Massachusetts, we offer you Healthy Blue—a group of programs, discounts, resources, and tools to help you manage your health and become an even more informed, health-conscious consumer.

From discounts to the Blue Care Line, everything we offer is available to you just for being a member. Each one of these services was designed with you in mind. Healthy Blue offers you a wide variety of options to improve your life, help you save money, and make the most of your health coverage.

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## Embrace a Healthier Lifestyle

Do you want to get in better shape, stop smoking, or simply improve your overall health and wellbeing? Whatever your individual health goals are, MyBlueHealth can help you reach them by providing you with personal wellness plans and valuable tools designed to address your specific health needs.

Getting started is easy. The first step is to complete the online Health Assessment, which will automatically create your Personal Health Report. This report not only provides you with an easy-to-understand explanation of your health status and any health risk factors you may have, but also helps MyBlueHealth create personal wellness plans just for you.

Depending on the health risks identified by your Personal Health Report and the specific goals included in your personal plan for health, you will have a variety of tools and support to help you achieve your health goals, including:

- Online health coaching\*
- Personal wellness plans for exercise, nutrition, and stress management
- Healthy change guides related to smoking, emotional health, weight management, and managing blood pressure and cholesterol
- Tracking tools to monitor health factors, such as exercise, nutrition, and health screening results
- Family wellness plans to encourage healthy eating and physical activity for children
- More than 1,000 healthy articles and recipes
- Online community support

Visit [www.mybluehealthma.com](http://www.mybluehealthma.com) today!

*\*See next page for description*

## Expert Advice When You Need It

Are you looking for advice on a new exercise plan, how to lose weight, or just how to manage your stress better? Then talk to one of the health coaches at [www.mybluehealthma.com](http://www.mybluehealthma.com).

As a Blue Cross Blue Shield of Massachusetts member, you have unlimited email access to a professional coach with specific expertise in the areas of exercise, nutrition, and life skills. And it's so simple. Just email your question and receive a personalized response—typically within 24 hours.

To email a coach today, visit [www.mybluehealthma.com](http://www.mybluehealthma.com).  
(Registration is required.)





## The Biggest Change in Your Life Comes in the Smallest Size

[Livinghealthybabies.com](http://Livinghealthybabies.com), our premier online resource for parents-to-be, gives you the information you need to help keep you and your baby healthy before and during your pregnancy, and throughout your baby's fascinating first year.

### For Every Parent-to-Be

Living Healthy Babies offers you information and resources for preconception, prenatal care, finding a doctor, labor, delivery, and more. You can start planning with the Pregnancy Calendar, download a birth plan, and more.

### For Brand-New Parents

Once your baby is born, you'll want to read about what to expect during the first 12 months of your child's social, cognitive, and physical development. And now is a great time to start saving with an exclusive discount on child safety products and infant and toddler accessories from Safe Beginnings.

Start your journey today at [www.livinghealthybabies.com](http://www.livinghealthybabies.com).



## Cool Tools and News, Customized for You

Visit our award-winning health and wellness website, [AHealthyMe.com](http://AHealthyMe.com), and enter a whole world aimed at helping you and your family learn about your health. You'll find special features that can be customized to suit your needs, plus the latest health news and information.

Log on and you can:

- Visit our Self-Care Centers to learn more about such health and wellness topics as asthma, allergies, breast cancer, and arthritis.
- Use Cool Tools to find out your body fat percentage and calorie needs, track your child's immunizations, and more.
- Sign up for our free, weekly email newsletter, featuring the health news you care about.
- Check out the Medical Library, including the Drug Information Center, or the Herb Index for natural remedies, herbs, and supplement information.

## AHealthyMe.com en español [ParaMiSalud.com](http://ParaMiSalud.com)

Blue Cross Blue Shield of Massachusetts' [AHealthyMe.com](http://AHealthyMe.com) está en español también! Now, our members who are more comfortable with Spanish as their primary language can easily take advantage of the abundance of healthy services and information offered at [AHealthyMe.com](http://AHealthyMe.com).

We designed [ParaMiSalud.com](http://ParaMiSalud.com) to better serve all our members and the communities in which they live. It offers all of the information found on the English-language version of our health and wellness site, as well as unique features that target the specific needs of our Spanish-speaking members.

## It's Everything You're Looking For

Visit Member Central at [www.bluecrossma.com/membercentral](http://www.bluecrossma.com/membercentral) for help in making the most of your health plan. Here, you can get information about your coverage, choose a new doctor, take an online class, and more.

### Understand and Manage Your Benefits

Register for online access to your account information, and you can review your benefits and deductible information, check the status of a claim, change your address information, change your primary care provider (PCP), request an ID card, and access your Blue Care Account<sup>SM</sup> (if you have one). So why wait? The sooner you register, the sooner you can start managing your plan online.

To register, simply visit [www.bluecrossma.com/membercentral](http://www.bluecrossma.com/membercentral).

After you submit the online form, you'll have immediate access to these features:\*

- Deductible and co-insurance information
- Our Hospital Advisor<sup>SM</sup> quality comparison tool, which lets you compare health care facilities by procedure or diagnosis
- Change your primary care provider (PCP)

To access additional, secure features—including claim summaries, pharmacy benefits, or your Blue Care Account balance (if you have one)—you'll need your personal identification number (PIN). You'll receive your PIN by mail approximately three to five business days after you register.



*\*Because individual benefits may vary, some services may not be available to all members. Check with your plan administrator or review your Summary of Benefits for more details.*



## It's Like a Breath of Fresh Air

QuitNet, our online comprehensive smoking cessation program, provides a unique community to help people on their way to a smoke-free life.

With QuitNet you'll receive:

- An online QuitNet homepage designed just for you, complete with quit-related statistics like “Time Smoke-Free” and “Lifetime Dollars Saved”
- Support from a Q-Counselor, including practical information and personal counseling to help you successfully stop smoking
- Inspirational online community forums that will help you to stay smoke-free
- Access to a motivational QuitGuide
- Fun and helpful Quit Tip support, delivered regularly by email

To access QuitNet, log in, or register (if you haven't already), visit

[www.mybluehealthma.com](http://www.mybluehealthma.com).

### Help for the Body

Most of our pharmacy plans cover nicotine-replacement products (like patches or gum) and Zyban and Chantix. To use your pharmacy benefit for smoking-cessation products (including over-the-counter aids), call your doctor for a prescription.†

*\* Must be 18 years of age or older. Counseling is available in English with translators for other languages.*

*† Coverage depends on individual benefit design. Applicable copayment applies. Ask your plan administrator or call Member Service at the number on your ID card for more information.*



## Save on What's Safe for Little Ones

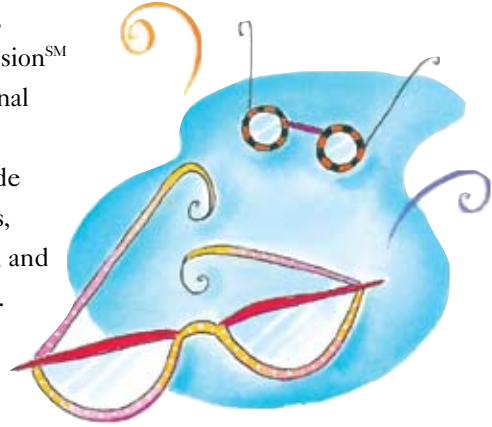
Save on an extensive selection of child safety products and infant and toddler accessories for your home from Safe Beginnings, The Baby Safety Experts. At Safe Beginnings you'll find the largest selection of carefully selected home babyproofing products, including baby gates for stairs, doorways, and entryways. Visit [www.bluecrossma.com/blue365](http://www.bluecrossma.com/blue365) to learn more. Call **1-800-262-BLUE (2583)** to receive a free Safe Beginnings catalog.



## Set Your Sights on Savings

Want to see immediate savings on eyewear? With our Living Healthy Vision program, you'll have access to a variety of Davis Vision<sup>SM</sup> products and services through their national network of participating providers.

- **Savings on eyewear.** Discounts include 25 percent savings on frames and lenses, 20 percent on daily wear contact lenses, and 10 percent on disposable contact lenses.
- **Savings on laser vision correction (LVC) procedures.** Save up to 25 percent off a participating Davis Vision provider's usual fee for LVC surgery, or 5 percent off any other advertised special (whichever saves you more). Please note that some Davis Vision LVC providers may charge a flat fee in lieu of the discounts described above.
- **Savings on mail-order replacement contact lenses (LENS 1-2-3<sup>®</sup>).** With the convenience of home delivery, you can enjoy guaranteed lowest prices on brand-name replacement contact lenses and solutions by calling **1-800-LENS-123 (536-7123)**. Just fax a valid prescription.



To find a participating Davis Vision eyewear discount provider or a participating Davis Vision LVC provider, call **1-800-515-3388** or log on to the Davis Vision website at [www.davisvision.com](http://www.davisvision.com) with your Blue Cross Blue Shield of Massachusetts ID number and the first five letters of your last name.

For additional information about savings on eyewear, laser vision correction surgery, and mail-order replacement contact lenses, visit [www.bluecrossma.com/blue365](http://www.bluecrossma.com/blue365).

*Note: Discounts may not be combined with in-store promotions or offers.*

## Head for the Mountains

The Appalachian Mountain Club (AMC) and Blue Cross Blue Shield of Massachusetts have banded together to offer you a terrific deal—20 percent off the regular individual or family membership rates.

AMC members participate in virtually every Earth-friendly outdoor activity you can think of, from hiking and camping to backpacking and canoeing. AMC membership is a great way to get out and stay active.

Any time is a great time to get outdoors, and with this special offer for all Blue Cross Blue Shield of Massachusetts members, there's no better time to enroll. To learn more, visit [www.bluecrossma.com/blue365](http://www.bluecrossma.com/blue365), or call the AMC at **1-617-523-0636** and be sure to request the Blue Cross Blue Shield member rate.

## Caring for Seniors

Blue Cross Blue Shield of Massachusetts' Blue365<sup>SM</sup> program offers special discounts on care-management services through Seniorlink, an experienced, independent eldercare company devoted to the comfort, safety, and wellbeing of aging adults and their families.

Seniorlink helps seniors live healthier lives by providing essential support and services, including:

- Access to credentialed Seniorlink Care Advisors who can assess individual needs and connect members to local resources. Members can choose to interact with their Care Advisor via phone or email (many choose both).
- Seniorlink Online provides planning worksheets, tools, and caregiving advice to help members and their loved ones plan for eldercare.
- Members-only discounts on goods and services, including a free three-month subscription to a personal emergency-response system.

Blue Cross Blue Shield of Massachusetts members can now receive up to 25 percent off the regular subscription cost of Seniorlink eldercare services. For more information, visit [www.bluecrossma.com/blue365](http://www.bluecrossma.com/blue365).

## Savings That Open a Whole World of Health Solutions to You

Our Living Healthy Naturally program gives you up to 30 percent savings on 10 different types of complementary and alternative medicine services, including nutrition counseling, acupuncture, massage therapy, naturopathic medicine, yoga, tai chi, qi (chi) gong, personal training, Pilates, and mind/body therapies. The expanded networks of these practitioners is nationwide.

### It's So Easy

To receive the discount, simply locate a practitioner and show your Blue Cross Blue Shield of Massachusetts ID card when you arrive at the network practitioner's office. That's it—no paperwork, no claim forms. And best of all, you can go as often as you like.

### Quality Care, Naturally

All practitioners are accredited in their fields and must meet strict requirements regarding their education, training, and facilities.

### Check Out the Alternatives

For the complete nationwide network directory of practitioners, you can visit [www.bluecrossma.com/blue365](http://www.bluecrossma.com/blue365).



## Original Healing Threads™ Discount

Stylish and functional, Original Healing Threads garments are designed to empower patients undergoing medical treatment. Manufactured by Spirited Sisters, Inc., they are the brainchild of three sisters, two of whom battled cancer. Originally designed with cancer patients in mind, the idea proved so popular that the line has expanded to include patients recovering from heart or lung surgery, undergoing kidney dialysis, orthopedic patients, nursing mothers, and many more.

Soft, flattering, and practical, they are the perfect options for when you're recuperating at home, as a replacement for hospital gowns, and for traveling to a doctor's appointment. Each garment is tailored with convenient openings, panels, and pockets that can be opened or rolled up individually to access a specific area. This enables patients to maintain their dignity and modesty, making their hospital recovery process easier.

These garments are available as mix-and-match separates or as complete sets. The comfy tops come in four flattering styles: Casual, Elegant, Wrap, and Grace. The Casual is unisex and has been worn by men as well as women. The unisex elastic-waist pants are available as standard or breakaway. The breakaway pants allow easy access to the leg area when undergoing radiation, leg surgery, or other medical treatments. Crafted from easy care fabrics, all garments are generously cut separates that are available in a number of colors and sizes ranging from XS-3XL (sizes 2-32).

Blue Cross Blue Shield of Massachusetts members are eligible for a 15 percent discount\* on all Original Healing Threads garments. For more information, visit [www.bluecrossma.com/blue365](http://www.bluecrossma.com/blue365).

*\*In order to redeem this discount you must use promotional code: BCBSMA*

## Information Anytime

Here's a service that keeps you in touch at the push of a button. With our 24-hour automated Member Service line, you can call the phone number on the front of your ID card to:

- Check the status of a claim
- Verify your membership status
- Order an ID card

This automated phone line is available 24 hours a day, 7 days a week.

For those times when you need to speak to a Member Service associate, please call the Member Service number on your ID card from 8:00 a.m. to 6:00 p.m. ET, Monday through Friday, and we will be available to assist you.

## Help Is Just a Phone Call Away

What do you do when:

- You think your cold may have escalated to the flu?
- Your baby is running a fever at 2:00 a.m.?
- Your spouse has been suffering from back pain for more than a week?

For answers to these and other questions—24 hours a day, 7 days a week—call the Blue Care Line,<sup>SM</sup> toll-free, at **1-888-247-BLUE (2583)**. (That's "247" for 24/7 care.) You'll speak to a registered nurse, who can help you decide whether you should see your doctor, go to an emergency room, or care for yourself at home.

(For emergencies, call **911** or your local emergency services. For questions about claims, coverage, and referrals, call the Member Service number on your ID card.)

*"Often when you have a medical problem, you need someone knowledgeable to talk to—I found that someone on the nurse line. Their number is on my bulletin board and they have been such a help." – Ruth McKay, Member*



## MASSACHUSETTS

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