

Healthy Blue for a Healthier You



Programs, Discounts, Resources & Tools

Healthy Blue: Services Designed with You in Mind

At Blue Cross Blue Shield, we do our best every day to meet the standards you expect from an industry leader. One example of our commitment is Healthy Blue—a collection of programs, discounts, resources, and tools to help you become an even more educated, proactive, and health-conscious consumer.

For more information on any of the programs described in this guide, visit our website at www.bluecrossma.com or call **1-800-262-BLUE (2583)**. The line is staffed 24 hours a day, 7 days a week, so you can start living healthy whenever you want.

Take Advantage

Healthy Blue offers a wide variety of support services designed to promote a healthy lifestyle, from prenatal care to smoking cessation to complementary medicine.

- **LIVING HEALTHY Babies®** provides information, resources, and a nurse-staffed support line to keep mother and baby healthy—before conception, during pregnancy, and right through the baby’s first year.
- **Living Healthy® Smoke-free** provides the education and support you need to quit. Receive telephone counseling services, a variety of educational materials, and access to online support at www.trytostop.org. (Most of our pharmacy plans also cover nicotine replacement products.)
- **Living Healthy Naturally** allows you to take advantage of discounts of up to 30 percent on complementary health therapies, including acupuncture, massage therapy, nutrition counseling, and more. Our network of practitioners covers all 50 states.

You Decide

Healthy Blue’s unparalleled resources allow you to take a greater stake in your own health care and make informed decisions.

- **Blue Care® Line.** Our telephone advice line, **1-888-247-BLUE (2583)**, is staffed by registered nurses* 24 hours a day, 7 days a week. The nurses can help you decide whether you should seek emergency treatment, contact your doctor, or follow self-care procedures at home. If home care is recommended, nurses will make follow-up calls to see how you’re doing.
- **DecisionCare™ Guide.** This book gives you the information you need to learn about and, in many instances, address, a variety of common medical issues. The guide advises you either to contact your physician or, if appropriate, to follow at-home procedures and remedy the situation yourself. Call **1-800-262-BLUE** to ask for your free copy.

*Note: Nurses are registered in the state in which they are located.

- **BlueCard® Program.** This program gives you access to urgent and emergency care services from a nationwide network of hospitals and providers, just by showing your member ID card. A list of participating providers and hospitals is available through our **Find A Doctor** tool at bluecrossma.com or through our Physician Selection Service hotline at **1-800-821-1388**.
- **Healthwise Knowledgebase.** This online encyclopedic guide to health and medicine helps you build self-care skills, manage your symptoms, make more educated treatment decisions, and avoid unnecessary medical complications. To access the Healthwise Knowledgebase, you'll first need to register for **Member Self Service** at bluecrossma.com. After you register, just follow the link to **MyBlueHealth**.

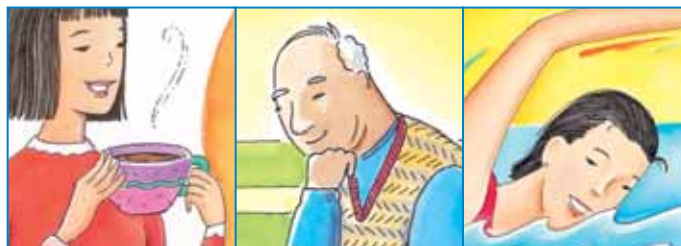
Save Money

Healthy Blue gives you something everybody wants—a chance to save money.

Healthy Blue offers you valuable discounts on products and programs for shaping a healthy lifestyle.

- **Safety Gear.** Save 20 percent on an extensive selection of child safety products and infant and toddler accessories from *The Catalog for Safe Beginnings®*. We also offer great savings on bike safety helmets for your whole family.
- **Living Healthy Vision Programs.** Several discounts are available through Davis Vision's national network of more than 13,000 providers, including:
 - Eyewear. Receive 25 percent savings on frames and lenses, 20 percent on daily wear contact lenses, and 10 percent on disposable contact lenses.
 - Laser Vision Correction Surgery (LVC).¹ Get savings of up to 25 percent off the participating provider's usual and customary fee on laser vision correction, or up to 5 percent off any other advertised specials (whichever saves you more).
 - Mail Order Replacement Contact Lenses (Lens 1-2-3[®]). Lens 1-2-3 offers you guaranteed lowest prices on brand-name replacement contact lenses and solutions, along with the convenience of home delivery.
- **Appalachian Mountain Club.** Save 20 percent when joining the Appalachian Mountain Club, America's oldest conservation and recreation organization. AMC members enjoy special privileges and benefits, and support the mission of conservation. For more information, visit www.outdoors.org/wellnesspartner.
- **Eldercare Services.** In collaboration with Seniorlink, we offer special discounts on services to help seniors live safely and independently. You can receive free care advisory services, a 20 percent discount on care management services (including home safety assessments), and a special introductory offer for enrolling in emergency response services.

¹Some Davis Vision LVC providers may charge a flat fee in lieu of the above-described discounts.



Go Online

Our comprehensive websites let you access health information, perform secure account transactions, and resolve questions.

Our website—bluecrossma.com—offers a wealth of online tools and resources to help you manage your account, conduct research, and access customized health information. Most of the following online features are accessible from our home page.

- **New Members.** For members visiting bluecrossma.com for the first time, this area provides quick tips on getting started with your Blue Cross Blue Shield plan.
- **Member Self Service.** By registering with bluecrossma.com, you can change your PCP, update your addresses, or order new ID cards—all online.
- **Find a Doctor.** Use this tool to search our nationwide network for a physician or dentist by name, location, or specialty.
- **Online Pharmacy Program.** This feature helps you learn about your pharmacy benefit (if your particular plan offers one), research specific medications, or find alternatives to non-covered or high-cost medications. You also have access to resources provided by Express Scripts, Inc., our pharmacy benefit manager, and you can enroll in the Mail Service Prescription Program (covered by many Blue Cross Blue Shield plan).
- **My Wellbeing.** This section, our central online health resource, allows you to explore a variety of motivational health programs that can help change the way you think about your health. Topics include personal safety, smoking cessation, child-rearing advice, and how to receive discounts on prescription drugs and health classes.
- **MyBlueHealth.** By registering for **Member Self Service**, you'll get access to tools and resources for preventive health available through **MyBlueHealth**. Take a personal health assessment and get customized information on topics such as high cholesterol, blood pressure, heart disease, smoking cessation, fitness and nutrition, stress management, and weight management.
- **Go Walking.** This program supports members who want to make walking part of their daily routine. Our **Go Walking Log** lets you track your progress, calculate calories burned, and set monthly goals.
- **Health Care 101.** This feature is a great introduction to the history and terminology of health plans in the United States.
- **Take Control.** At www.bluecrossma.com/takecontrol, you'll find tools, information, and resources to help you make more informed health care decisions and control your health care costs.

We offer the following online resources in partnership with some of the best names in health care.

- **drugstore.com™** This website, accessible from our homepage, provides the convenience of online shopping coupled with a wide selection of health, beauty, and wellness over-the-counter products. You can also take advantage of online retail prescription ordering and home delivery.





Go Online (continued)

- **AHealthyMe!** Our health and wellness website, **AHealthyMe.com**, offers health news, assessment tools, calculators, quizzes, and a medical library, as well as Self Care Centers for asthma, allergies, and other conditions. Sign up for a weekly newsletter, or personalize your own home page to receive health news and links.
- **ParaMiSalud.com.** We created a Spanish-language version of **AHealthyMe.com** so our Spanish-speaking members and non-members can enjoy the same health and wellness online features and resources.
- **Online Education.** In partnership with WebMD®, we offer a series of online classes promoting health and wellbeing. These confidential online courses will help you make more informed health and lifestyle choices. Past topics (all archived on the site) include stress relief, advice for new parents, living a healthy lifestyle, pregnancy, and nutrition. Go to **www.bluecrossma.com** and click on **Online Education**.
- **Jump Up and Go!™** Take advantage of this multidimensional program to help your kids, family, and community become more physically active and develop lifelong healthy behaviors. Free resources are available to download and use in homes, schools, clinics, and organizations. Go to **www.bluecrossma.com** and click on **Jump Up and Go!**

