



**BlueCross BlueShield
of Florida**

An Independent Licensee of the
Blue Cross and Blue Shield Association

BlueOptionsSM Health Care Plans

**Value-Added
Programs & Services**

It's all those extras that help make Blue Cross and Blue Shield of Florida such a great value, and as a member of BlueOptionsSM, you're entitled to these extra programs and services — at no additional cost.

Member Rewards Program

MyActiveRewardsSM, our voluntary member club, allows us to thank and reward you for valuing a healthy lifestyle and practicing informed, health-related decisions. As a member, you'll receive free:


- A welcome kit
- A members-only website within MyBlueServiceSM
- The use of online self-assessment tools
- A quarterly newsletter
- Discounted health and fitness products, and
- A quarterly reward based on specific behaviors tracked through claims data and member submissions via the website.

Personal Health Report

Your Personal Health Report is mailed to you on a quarterly basis or if you choose, you can access your report via our online member service center (see MyBlueService). Your report outlines your health care expenses based on your previous quarter's claims activity to help you make better health care decisions for you and your family. Your report includes:

- Preventive health care recommendations based on age and gender
- Detailed physician, hospital and pharmacy costs for you and your family
- Health tips for daily living, and more

Fitness-oriented Physician Program

Our **Stay Fit for Sports** program allows you to select NetworkBlueSM physicians who value preventive medicine, emphasize diet and promote routine exercise. Physicians specializing in sports medicine, physical medicine and rehabilitation, including chiropractors, are automatically included in the program. Family physicians and OB/GYNs are also included. Fitness-oriented NetworkBlue physicians and other health care professionals are designated with this special icon  in the online Provider Directory.

For more information, visit us today! www.bcbsfl.com

Program of Discounted Products and Services

With our **BlueComplementsSM** program of discounts, you can stretch your dollars with savings on health related products and services that complement your health care choices. Our BlueComplements program includes:

Discounts on Alternative Medicines. Through American Specialty Health Networks, we're offering a complementary alternative medicine discount program, Healthy AlternativesSM. You'll receive discounts up to 25% on acupuncture, chiropractic, and massage therapy. You'll also receive discounts and free shipping on vitamins, sports nutrition remedies, fitness products, smoking cessation products and more.

Discounted Bicycle Helmets. Are you a safe cyclist? Through an arrangement with SafeTechTM, we put safety first by providing you with a significant savings of 40% or more on bicycle helmets. Helmets for every family member are available.

Vision Care Discounts. Get the comprehensive vision care you need for the savings you want with Vision One[®] from Cole Managed Vision. You'll pay only \$40 for an eyeglass exam and receive discounts of up to 40% off frames and lenses. Discounts are available at participating Sears[®], Target[®], and JC Penney[®] optical departments, or Pearle Vision Centers[®], as well as independent vision care professionals throughout Florida.



Affordable Laser Vision Correction Services. Imagine life without glasses or contact lenses. Now you can have it with affordable laser vision correction services from TruVisionTM. Services include a discounted fee of \$895 per eye for traditional LASIK and \$1,295 per eye for custom LASIK. And TruVision offers 100% patient financing available with approved credit.

Contact Lens Mail Order Service. You'll receive some of the largest discounts available on contact lenses – on average they are 15% lower than other national contact lens mail-order programs. Shipping is free.

Hearing Aid Discounts. You can take advantage of discounts on state-of-the-art digital hearing aids. TruHearing offers discounted hearing aids to our plan members. Discounts are offered at up to 60% off the retail price.

Hearing Care Savings. Through HEARxTM and HearUSA one of the largest hearing care organizations in the country, you'll receive a free hearing screening and 25% off the retail price of any hearing aid purchased at HEARx or HearUSA network centers. An annual cleaning and check of hearing aids is also provided free of charge.

Discounted Fitness Club Memberships. The GlobalFitTM Fitness Program offers low monthly rates – up to 60% off regular dues – at over 1500 participating Fitness Clubs nationwide. Enjoy month-to-month memberships with no long-term contracts. A one-time enrollment fee payable to GlobalFit will apply.

Weight Management. Receive up to 50%* off Jenny Craig's weight loss management program. All Jenny Craig programs are personalized and offer one-on-one support by trained consultants. You can also choose Jenny Direct, the easy at-home program. Jenny Direct offers the same great tools and personal support as Jenny Craig Centres, with the added convenience of having delicious Jenny's Cuisine and program materials delivered directly to your doorstep.

* Plus the cost of food.

24/7 Member Self-Service, Online

Our online member service center, **MyBlueServiceSM**, is available in both English and Spanish languages.

You can easily:

- Request replacement health ID cards and benefit booklets
- Search our online Provider Directory
- Review your claims status
- Print forms and submit inquiries
- Change address and update other insurance information
- Access your Personal Health Report



Convenient Physician Visits, Online

With our **e-medicine** services, powered by RelayHealth[®], you may visit your doctor online through a secure and confidential website. You can easily:

- Ask your doctor's office a question or request a referral
- Schedule or change an appointment
- Get lab and test results

Administrative services are free of charge. Through an online medical consultation, you'll pay the same out-of-pocket amount as a regular face-to-face office visit. And there's no charge for the webVisit if your doctor determines an office visit is needed.

Health Coaches Plus Health Education

Should you have questions about a newly diagnosed health concern or chronic condition or you want tips about staying well and strong, you can speak privately with experienced, licensed health care professionals, including Registered Nurses, dietitians and respiratory therapists, 24 hours a day, 7 days a week. No matter what your age or stage in life, Health Dialog[®] **Health Coaches** will carefully listen to your concerns and give you information to help you choose the right care for your situation. Whether you call or visit the **Health Dialog CenterSM** online, you may receive decision support and education on topics and conditions such as:

- Routine or urgent health situations
- Eating well and staying fit
- Men's, women's and children's health
- Asthma, diabetes, and congestive heart failure
- Back pain, breast cancer, prostate cancer, etc.
- Medications and much, much more

Additionally, Health Dialog provides you with additional resources such as links, surveys and quizzes to further assist you in the assessment of your physical and emotional health. Health Dialog allows you to be more proactive in your overall general well-being.

Health Care Decision Support, Online

The following online tools, provided by Subimo®, are available to help you make better-informed health care decisions. Each tool is available in both English and Spanish languages.

Researching Hospitals

The Hospital Advisor™ tool provides hospital data to help you research and compare hospitals side-by-side for specific procedures or types of care based on factors that are important to you (i.e., clinical quality, experience and outcomes, patient safety standards, reputation, and characteristics).

Researching Physicians

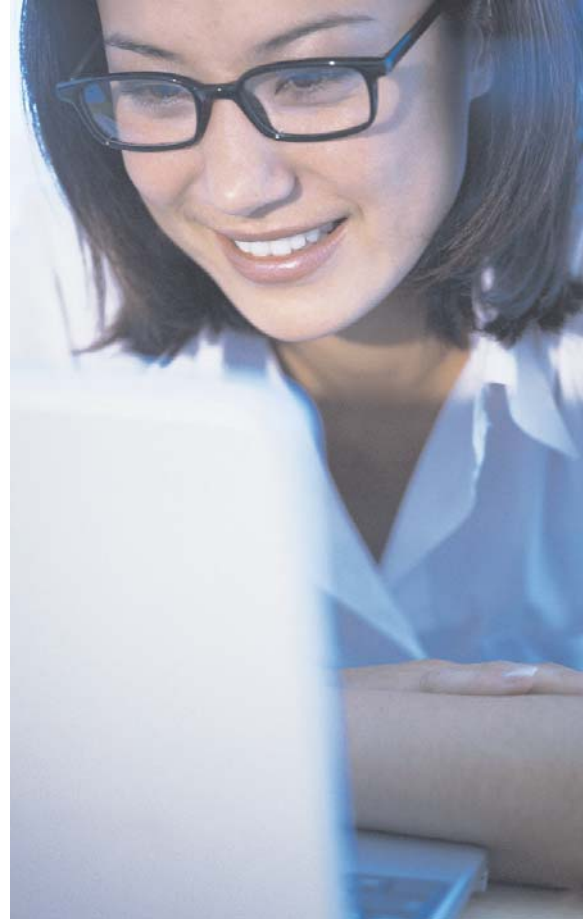
With the Physician Selection Advisor™ tool you are able to view and compare physician attributes (i.e., demographics, education, training, affiliations, certifications, sanctions). Plus, this tool provides physician quality performance and cost data, wellness tools, and the ability to create a personalized physician directory.

Researching Medical Conditions and Procedures

Healthcare Advisor™ is a tool that provides you access to personalized health care information to help you evaluate your health care choices. It includes over 150 conditions and procedures, suggested questions to ask your doctor and insurer, a chat room to give and get advice, and links to other online resources.

Researching Treatment Costs

The Treatment Cost Advisor™ is a handy resource which provides you with estimates for health care and drug costs based on a claims database of 456 million paid claims for specific health care services and drug categories (i.e., medical procedure estimates, types of service, differences between in- and out-of-network, and national averages).



This is only a highlight of the value-added programs and services available through BlueOptions.

For more information, visit us today! www.bcbsfl.com

Blue Cross and Blue Shield of Florida, Inc. (BCBSF) is an independent licensee of the Blue Cross and Blue Shield Association.

The NetworkBlue network is comprised of independently contracted health care providers.

The products, services and information provided through the BlueComplements program are made available as a courtesy to our members and are not a part of insurance coverage or a substitute for medical advice. BCBSF does not endorse and is not responsible for the products, services or information provided by the vendors that are a part of the BlueComplements program.

As an added value to our members, BCBSF has entered into an arrangement with Health Dialog®, and Subimo®, respectively, whereby Health Dialog has agreed to provide BCBSF members with care decision support services and information and Subimo has agreed to provide BCBSF members with access to its Hospital Advisor™ application. BCBSF does not credential or maintain these programs and, therefore, cannot guarantee or be held responsible for the quality of the service or information provided. Please remember that all decisions that require or pertain to independent professional medical/clinical judgment or training, or the need for medical services, are solely your responsibility and the responsibility of your Physicians and other health care Providers. You and your Physicians are responsible for deciding what medical care should be rendered or received, and when and how care should be provided. In making Health Dialog and Hospital Advisor available to you, neither BCBSF, Health Dialog Services Corporation nor Subimo shall be deemed to be providing medical care or advice.

Blue Cross and Blue Shield of Florida, Inc. (BCBSF) has entered into a vendor arrangement with RelayHealth® whereby RelayHealth has agreed to provide secure communication to BCBSF members and participating physicians. BCBSF has entered into this arrangement to provide a value-added service to its members and participating physicians. BCBSF cannot guarantee or be held responsible for the quality of services provided by RelayHealth.