

choose 

Total health and wellness
Programs and services for
Blue Shield members



The support you need for a healthier life

Blue Shield offers you a world of support that helps you live healthy and be your best every day. If you're looking for a complete approach to improving your health and well-being, we can guide you and your caregivers every step of the way. From inspiring healthy habits to managing chronic conditions to getting the most appropriate care for a complex condition, you'll have access to the tools and resources to manage your individual healthcare needs.

Whether you're healthy, have an acute or chronic condition, or need the most appropriate hospital and aftercare, being a Blue Shield member means you have the resources to navigate your way to better health.

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Healthy lifestyles

Shows you how to stay well by helping identify health risks early and offering support and resources on maintaining healthier habits. You can choose from a variety of programs to help you reach your personal goals.

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Personalized care

When you learn that you have a health condition, you may have lots of questions. We give you the extra attention, information, and support you need to be as healthy and active as possible.

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Connect

Puts you in control of your healthcare and life decisions by connecting you with health and life resources and expert consultations around the clock.

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Healthy lifestyles

Did you know that when you maintain a healthy lifestyle, you can potentially avoid serious health risks, which may also help reduce your out-of-pocket healthcare costs? Our wellness programs help you make better lifestyle choices, so you can take control of your health and avoid unnecessary expenses. From targeted prevention reminders to the wellness discount program, these tools can help you and your family live healthier.

Prevention outreach program

Be proactive about your health

Early detection is essential to good health. As a Blue Shield member, you can get the information you need to stay on top of your health needs by receiving care reminders and having access to prevention resources, along with related health topics. Specific age- and gender-appropriate immunization and health reminders are sent to you by mail

or email, and you might also receive a direct phone call from a nurse encouraging you to get the care you need. Preventive screening recommendations are available online or in the Preventive Health Guidelines included in your Blue Shield member enrollment materials.

Eat smart!

A healthy diet can reduce your risks of health conditions such as cancer, obesity, type 2 diabetes, and hypertension.



Wellness discount program

Strive for a balanced life while saving money

Do you want to lose weight or get in shape? De-stress with a soothing massage? These helpful programs and discounts are available to Blue Shield members. For details, visit blueshieldca.com/wellnessdiscounts.

Program

Description and discount for members

Diet and exercise

- 24 Hour Fitness, ClubSport, and Renaissance ClubSport
- Weight Watchers

- **Discounts on membership fees and gym fees**, including waived enrollment and processing fees
 - **Special pricing on membership rates** for local meetings, at-home kits, and online program savings
-

Alternative care

- Acupuncture
- Chiropractic
- Massage therapy

- **25% discount** for services
-

Vision

- Routine eye exams, frames and lenses, tints and coatings, extra pair of glasses, non-prescription sunglasses, and contact lenses (except disposal or replacement)
- Laser vision correction

- **15% to 20% discount** through the QualSight or NVision network providers in California
- **20% discount** program at participating providers via the Discount Vision Program

These discount program services are not a covered benefit of Blue Shield health plans, and none of the terms or conditions of Blue Shield health plans applies.

The networks of practitioners and facilities in the discount programs are managed by the external program administrators identified below, including any screening and credentialing of providers. Blue Shield does not review the services provided by discount program providers for medical necessity or efficacy. Nor does Blue Shield make any recommendations, representations, claims, or guarantees regarding the practitioners, their availability, fees, services, or products.

Some services offered through the discount program may already be included as part of the Blue Shield health plan covered benefits. Members should access those covered services prior to using the discount program.

Members who are not satisfied with products or services received from the discount program may use Blue Shield's grievance process described in the Grievance Process section of the *Evidence of Coverage* or *Certificate of Insurance*. Blue Shield reserves the right to terminate this program at any time without notice.

Discount programs administered by or arranged through the following independent companies:

- Alternative Care Discount Program – American Specialty Health Systems, Inc. and American Specialty Health Networks, Inc.
- Discount Vision Program – QualSight and NVision
- Weight control – Weight Watchers North America
- Fitness facilities – 24 Hour Fitness, ClubSport, and Renaissance ClubSport
- LASIK – Laser Eye Care of California, LLC and QualSight, Inc.

Note: No genetic information, including family medical history, is gathered, shared, or used from these programs.

Wellness has evolved!

Wellvolution® is a well-being solution for real people like you with real lives. Using the latest online and mobile technologies, Wellvolution is making wellness rewarding, easy, social, and fun. It is designed to help you create positive lifestyle choices that stick.

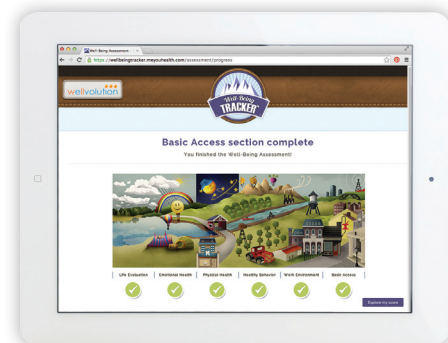
How does it work? Once you receive your Blue Shield member ID card, you are eligible to register on the Wellvolution platform at **mywellvolution.com** from a computer, tablet, or smartphone. The Wellvolution platform is made up of wellness programs that are found on the Well-Being Tracker and includes two fundamental components which are available to all members: the Well-Being Assessment and Daily Challenge.®

Well-Being Assessment

The Well-Being Assessment, derived from the more comprehensive Gallup-Healthways Well-Being Index survey, goes beyond the typical health assessment survey by measuring and scoring a member's productivity, overall outlook, emotional and physical health, healthy behaviors, work environment, and access to health/life resources.

Daily Challenge

Daily Challenge is a Web/mobile program that introduces participants to small actions and daily choices necessary to improve well-being. A message is sent daily with one simple activity or "challenge" to complete and a reason why it will help improve their well-being. This program can be shared with anyone regardless of their health plan affiliation so that users of Daily Challenge are improving the well-being of everyone in their social network.



Personalized care

Living with a chronic condition can present special challenges. We can show you ways to manage symptoms, avoid complications, and feel better. Whether you have chronic obstructive pulmonary disease, diabetes, heart disease, or asthma, our programs provide practical tools and support and can make a difference in the overall quality of your health care and your health.

From getting you the information you need, to giving you personalized support, to connecting you to case managers who will get you the right care at the right time, to pharmacy services that will help you make informed decisions about your medications – Blue Shield can help you and your caregivers navigate your path to better health.

Disease management

Personalized coaching and support

If you have certain chronic diagnoses, our disease management programs are designed to help improve your quality of life by showing you how to take an active role in managing your condition. You can receive interactive online support, educational materials, and access to a nurse any time you have questions.

Members needing extra support receive additional telephone outreach from a nurse, while others receive more direct interaction with care managers and management tools such as symptom-monitoring kits. We care about you as a “whole person,” and that’s why we use a team of nurses, pharmacists, nutritionists/dieticians, and mental health professionals to help you with your total well-being.

Disease management programs provide support for:

Heart failure

Asthma

Diabetes

Coronary artery disease (CAD)

Chronic obstructive pulmonary disease (COPD)

Home monitoring tools available for higher-risk members:

Weight scale and symptom-monitoring kit

Peak flow meter and symptom-monitoring kit

Glucose meter and symptom-monitoring kit

Blood pressure cuff and symptom-monitoring kit

Symptom-monitoring kit

Once enrolled in our disease management programs, you also have 24/7 access to the online Care Center. The Care Center gives you interactive online tools, displays uploaded biometric data from home monitoring, and stores your self-reported health history – enabling better self-management and communication with your nurse care manager.

Coaching and support

Talk to your doctor or call the Member Services number on the back of your member ID card to find out if one of these programs is right for you.



Prenatal Program

Waiting for a bundle of joy?

We want you and your baby to be healthy. With our Prenatal Program, you'll receive 24/7 maternity nurse support, know what to expect while you're pregnant, and learn ways to stay healthy after your baby is born.

You'll receive an educational packet that includes one of the best-selling pregnancy and parenting books, a prenatal planner, and access to free text-messaging

reminders, as well as materials that offer practical advice and helpful tips. A nurse will call you to provide ongoing pregnancy assessments and support, and those needing extra support will be offered personalized coaching. As a Blue Shield member, you may enroll in our Prenatal Program by logging in to blueshieldca.com/prenatal or calling **(888) 886-4596**.

CareTips

Isn't it nice to know someone is looking out for you? Blue Shield routinely reviews member medical and pharmacy claims, eligibility, and provider information. We screen for potential

prevention and treatment gaps based on nationally recognized clinical practice guidelines, and CareTips will notify your physician if any are detected.

Transitions of Care Program

Supportive preparation and healing

Facing a hospital stay due to surgery or an acute condition can be daunting, and worrying about recovery may add to the apprehension. If you are preparing for particular types of procedures, you'll automatically be offered the Transitions of Care Program.

With the Transitions of Care Program, a Blue Shield registered nurse will contact you to answer your questions and concerns and help ensure your preparation and recovery are as smooth and comfortable as possible.

The nurse will continue providing information and support before and after discharge, and will review your post-discharge needs – including pain control, mobility issues,

prescriptions, and follow-up care – to ensure that they are being met.

In addition to helping you remain informed, calm, and comfortable, this program can help you avoid time-consuming and costly emergency room visits.

For guided imagery, you will receive a CD or audiotape prior to surgery to help with relaxation and healing. For more information, you can log in to blueshieldca.com and click on *Transitions of Care Program* in *Condition Management* of the *Health & Wellness* section, or call the Member Services number on your Blue Shield member ID card.

Recommended

One hundred percent of members who used Transitions of Care would recommend it to a friend or family member.

Blue Shield of California Survey of Guided Imagery Users, 2010.



Case management

Personalized patient care

Our case managers help ensure members have access to the right care at the right time. Case managers provide education, care coordination, and personal support to members when they need it most.

Programs include:

Blue Shield Integrated Case Management Program – Helps ensure you'll get access to the right care at the right time through coordinated care management if you have an acute or complex condition.

Transplant Management Program – Members receive personalized information and assistance from a transplant care manager who monitors the member throughout inpatient and outpatient treatment.

High-Risk Case Management Programs – When you are very ill, you'll need customized patient support to help you with highly complex conditions. This program helps members with challenging health, emotional, social, and end-of-life issues, and members with catastrophic illnesses and injuries. Our complex and catastrophic case management scored a 97% rating of member satisfaction and our NICU Program scored a 94% rating.*

These programs include:

- **Neonatal Intensive Care Unit ("NICU") Case Management Program** – Promotes the highest quality medical management for newborns with complex medical conditions, extremely low birth weight, or requiring major surgery.
- **Complex Case Management** – Provides support for members with complex conditions requiring a wide range of specialty care with numerous providers.
- **Catastrophic Injury Case Management** – Case manager support for those with multiple traumas, brain injuries, or serious burns.

* Blue Shield of California Satisfaction Survey Report, 2013.

NurseHelp 24/7

Talk to a registered nurse anytime

Maybe you have stomach cramps and need some advice on the weekend. Or your child is running a temperature late at night. NurseHelp 24/7SM connects you to a registered nurse who can answer your health questions right away. This service offers you around-the-clock support online or by phone from nurses who can give reliable information about minor illnesses and injuries, chronic conditions, medical tests, medications, and preventive care.

This program offers a convenient service and can help you save time and money by avoiding unnecessary trips to the doctor's office or emergency room for non-emergency care. It's not, however, a substitute for seeing your doctor or going to the ER when needed.

Members can call NurseHelp 24/7 at **(877) 304-0504** or chat online with a nurse by logging in to **blueshieldca.com** and selecting *Health & Wellness*.

LifeReferrals 24/7

Keep life in balance

When your job or personal life is weighing on your mind, you have someone to talk to. With a phone call, you'll have access to support and advice from experienced professionals. This service provides support in all areas of life – from relationships, to child and elder care, to financial and legal issues. You can receive three face-to-face counseling sessions with licensed therapists in each six-month period – at no extra charge.

The LifeReferrals 24/7SM team is available to discuss your concerns and guide you to possible solutions anytime, day or night, at **(800) 985-2405**. All of the services and referrals to resources are confidential.

Online pharmacy resources

Pharmacy resources available around the clock

Got questions about your pharmacy benefits, drug interactions, or want to order home delivery of your covered maintenance prescriptions? Simply log in to **blueshieldca.com** and click on *Pharmacy*.

Our online drug resources offer you a wealth of information and tools, available anytime.

- **Drug Database & Formulary** provides information about drug coverage, formulary status, costs, and generic alternatives.
- **Drug Interactions Tool** analyzes risks from combining particular prescription and over-the-counter drugs, dietary supplements, and herbal products, so you can be warned of possible drug interactions.
- **Pharmacy Tools** gives you access to claim history, coverage limits, drug information, a pharmacy locator, and more.
- **Ask the Pharmacist** lets you send questions to University of California, San Francisco, pharmacists and receive a confidential answer online within two days.
- **Find a Pharmacy** helps you locate network pharmacies near where you live or work.
- **Mail service prescriptions** is for members who take covered maintenance medications for a chronic condition. They can order 60- to 90-day supplies, depending on their benefit plan, check the status of an order, and more.

Health Library

Wellness and information

For the latest scoop on headaches or ways to keep the flu away, you'll find a comprehensive selection of information all in one place. At the Health Library at **blueshieldca.com**, you can research a specific health topic or condition, find interactive tools for self-assessment, or learn about complementary treatments.

Explore these topics:

- **Alternative health** – For reliable information to alternatives to Western medicine, you'll have access to these articles that bring together the latest research.
- **Body systems** – These articles focus on how the body and its systems work holistically.
- **First aid** – From baby rashes to broken toes and other everyday maladies, find information on how to treat common injuries.
- **Topics A-Z** – From health topics, interactive tools, medical tests and medications, to support groups and alternative medicine, you'll find plenty of health-related information.

Blueshieldca.com

With your Blue Shield membership and online registration, you'll get more with a website created just for you. You'll have access to a variety of online resources around the clock:

- **Members** can review their benefits and plan details, check claims, download forms, and more.
- **Find a Provider** makes it easy to locate network physicians, hospitals, dentists, optometrists, and other healthcare providers. You can also get patient satisfaction scores and efficiency indicators for hospitals, PPO physicians, and HMO medical groups with Performance Profile.
- **Pharmacy** section resources include useful tools as well as information about drugs and generic alternatives, mail-order prescriptions, claims, and network pharmacy locations.
- **Health & Wellness** provides easy access to a range of programs, an online library of health information and videos, educational resources, Wellvolution, Daily Challenge, NurseHelp 24/7, and more.
- **Condition Management Tool** provides treatment options based on the specifics of health conditions and evidence-based medicine.
- **Treatment Cost Estimator Tool** lets our PPO members compare common medical tests, treatments, and procedure costs by facility and location. This enables them to make informed, value-based healthcare decisions and enhances their ability to be cost conscious with their HSA and HRA dollars.
Treatment costs are bundled and include professional, inpatient, and related diagnostic services.

Total health and wellness

Programs at a glance

One size doesn't fit all – particularly when it comes to leading a healthy life. We offer a range of programs and services to help keep you well and assist those with illness to recover and live better.

Programs and services	Description
Prevention outreach program	Stay on top of your wellness with preventive health screenings, immunizations, and more
Wellness discount program* (see wellness discount chart for details)	Save money and get healthier with discounts on fitness, weight loss, vision, and alternative care
Prenatal Program	Learn what to expect when you're expecting – before, during, and after; receive educational information and nurse support at no additional cost
Blue Shield Integrated Case Management	Get a personalized approach to patient care
High-Risk Case Management Program	Customized patient support for members with highly complex conditions
Disease management	A whole-person approach to improving health
CareTips (available to PPO members)	Clinical messaging program designed to improve care and quality
Transitions of Care Program	Outreach program to help ensure that your preparation for and recovery from your hospital experience is as smooth and comfortable as possible
NurseHelp 24/7	Talk to registered nurses any time you have health-related questions
LifeReferrals 24/7†	Connect with a team of experienced professionals ready to assist you with a wide range of personal, family, and work issues
Online pharmacy resources	Get answers to your questions about Blue Shield drug coverage, prescription drugs, and over-the-counter medications
Health Library	Discover a broad selection of health information all in one place
Blueshieldca.com	Feature-packed website, in addition to a mobile app, where you can access plan information, search for doctors in our networks, and more
Treatment Cost Estimator (available to PPO plan members only)	Save money when you compare and choose providers for common medical tests, procedures, and other services with this helpful online tool

* Please see page 2 for more information on Blue Shield's wellness discount program.

† Not available to small groups less than 50 members.

Moving your health forward

No matter how healthy you are or your stage of life, traveling the road to a healthier life can be easier with Blue Shield. You'll have access to a wide range of integrated programs that inspire healthy habits, offer 24/7 support, and provide personalized case management to help keep you at your best.

All programs are offered by Blue Shield of California and Blue Shield of California Life & Health Insurance Company (Blue Shield Life).

If you have any questions about these health and wellness programs, go to **blueshieldca.com** or call the Member Services number on your Blue Shield member ID card.

We are ready to help you.

Daily Challenge is a registered trademark of MeYouHealth. MeYouHealth is a wholly owned subsidiary of Healthways, Inc. Wellvolution is a registered mark of Blue Shield of California. Blue Shield and the Shield symbol are registered marks of the BlueCross BlueShield Association, an association of independent Blue Cross and Blue Shield plans.

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