

HealthyBlue[®]

Tools for a healthier life.



At Blue Cross Blue Shield of Arizona, we believe that being in good health starts with HealthyBlue – an integrated program of tools, resources and services that offers you a strategy for healthier living. It all begins by completing the online health assessment, My BluePrintSM – the gateway to HealthyBlue online tools and resources.



With the tools HealthyBlue provides, you can continually measure your progress and get the support you need to help you stay focused on reaching your health goals. HealthyBlue is an engaging program that provides the motivation to start living a healthier, more productive lifestyle.

The time to think about your health is now. Visit us at

azblue.com/HealthyBlue or give us a call at (877)My-HBlue (877-694-2583).



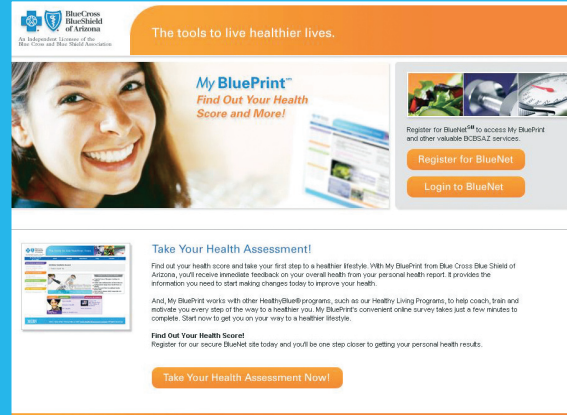
BENEFITS OF HEALTHYBLUE

- Highly personalized and tailored health programs
- Online health assessment – My BluePrint
- Online behavior change programs
- Interactive health tools
- Discounts on weight-loss programs and other health-related products
- 24/7 nurse line



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Start living a healthier life. Take your health assessment today!



My BluePrint Health Assessment

My BluePrint

- Online health assessment providing feedback on your overall health
- Track your progress over time
- Health assessment may prompt a call from a health coach
- Your gateway to additional HealthyBlue programs

Healthy Living Programs

- Online tailored health behavior change programs
- Step-by-step guidance tailored to your specific needs
- Beneficial lifestyle changes at your own pace

HealthyBlue Online

- Interactive and engaging Web content
- Centralized health information
- No-cost online health tools

WalkingWorks®

- Online walking program
- Log your activity online and track progress
- Tips on how to stay motivated to reach your personal fitness goals



Nurse On Call

- Registered nurses available to answer questions 24/7
- Receive an identification and evaluation of symptoms
- Obtain health information to make informed medical decisions
- Available in English, Spanish and over 140 languages (via translated services) at no cost to all BCBSAZ-enrolled members

Discounts

- Take advantage of discounts on nationally recognized weight-loss programs
- Receive discounts for massage therapy, vitamins and many other health-related products and services

Health Coaching

- Obtain one-on-one health support and guidance based on your online health assessment and overall personal health
- Help you set goals and learn how to maintain healthier habits independently

Disease Management

- Receive supportive condition management to help you manage a chronic condition
- Support available for Diabetes, Asthma, Chronic Obstructive Pulmonary Disorder, Coronary Artery Disease, Congestive Heart Failure, Arthritis, Low Back Pain and Depression

Care Management

- Interaction with a case manager in the event of a catastrophic event or diagnosis
- Receive help navigating the health care system and your health plan benefits

* Availability of services and programs will vary. Certain programs may not be available to all members.



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Availability of services and programs will vary. Not all programs may be available to all members. Certain programs, such as health coaching, have eligibility requirements. Blue Cross Blue Shield of Arizona members should always consult with their physician or health care provider regarding medical care or treatment as recommendations, advice, services or online resources are not a substitute for the advice, opinion or recommendation of a member's physician or health care provider. Services or treatment options may not be covered under BCBSAZ benefit plans. Certain services are provided by an independent third party contracted with BCBSAZ to provide health enhancement services to BCBSAZ members. All logos, photos, illustrations word marks, trademarks and service marks are property of their respective owners. © 2007 Blue Cross Blue Shield of Arizona.



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