Helping You Achieve a Healthier Life

Sometimes managing your health requires more than doctor visits, lab tests and prescriptions.

**Blue Care Connection** from Blue Cross and Blue Shield of Texas (BCBSTX) is an umbrella of programs that offers you guidance to achieve higher levels of wellness. Through outreach, educational resources and health advocacy, we help guide you through the often-complex health care system so you can focus on what matters most — getting healthy and staying well.

Blue Care Connection programs assist members living with current serious medical conditions, as well as those considered "at risk." If you, or a covered dependent, are considered "at risk," our programs are uniquely designed to detect health care needs early. Early detection allows us to provide appropriate outreach and meaningful intervention to help prevent future medical complications.

**Blue Care Connection programs include:**

- **Blue Care Advisors** Experienced and knowledgeable RNs, Licensed Professional Counselors and Licensed Masters-level Social Workers with YOUR best health in mind. Advisors will work with you and your physician to educate, facilitate and monitor your treatment plan.

- **Personal Health Manager** Online health and wellness resources to help you adopt and manage healthy behaviors.

- **24/7 Nurseline** Around the clock access through a toll-free number to experienced registered nurses who understand and can help with your health care concerns.

- **Special Beginnings** A maternity program that offers on-going contact with obstetric nurses who provide prenatal risk assessment education and can coordinate care with your physician.

- **Condition Management** Voluntary, health improvement programs that can help members with: cancer, congestive heart failure, coronary artery disease, chronic obstructive pulmonary disease, asthma, diabetes, metabolic syndrome (high cholesterol, high blood pressure and obesity) and low back pain.

- **Care Management** Focuses on traditional elements of medical care management with targeted outreach if you are an “at-risk” member.

- **Case Management** Assists if you are a higher-risk member coping with a complex or catastrophic condition.

- **Weight Management and Tobacco Cessation Programs** Comprised of Licensed Masters Social Workers and Licensed Professional Counselors who promote wellness through a holistic approach of behavioral coaching, clinical coaching and education to help participants lose weight and/or stop smoking.

**Enroll Today**

To enroll in any Blue Care Connection program, or ask questions about the program, please call toll-free at 1-800-462-3275.
Regardless of your personal health status — every member can take advantage of important health and wellness online resources from Blue Cross and Blue Shield of Texas.

**Personal Health Manager**

With Personal Health Manager, the support and resources you need to manage your health online are just a click away. By logging into Blue Access® for Members and clicking on Personal Health Manager you can:

- Earn Blue Points™ every time you use the health and wellness features in the For Your Health section. Receive up to 1,000 points a week when you set up and track the progress of an exercise or meal program, read and rate health and wellness related articles, or e-mail your health-related questions to licensed professionals.
- Complete a health risk assessment to evaluate your health status.
- Request fitness and weight loss advice with Ask A Dietitian.
- Receive help on managing stress, workplace conflicts or other issues with Ask A Life Coach.
- Ask registered nurses health related questions online with the Ask A Nurse feature.
- Set up a personal health record to keep track of health information in one secure Web location.
- Receive targeted wellness information via e-mail to help manage specific medical conditions, including alerts for screening tests, and set up reminders for medical appointments and medication refills.
- Access wellness tracking tools, videos and interactive tutorials.
- Get information on exercise, nutrition and lifestyle issues in the For Your Health section.

---

**Blue Access® for Members**

For personalized information about your health care benefits and coverage, log in to Blue Access for Members where you’ll find:

- Confirmation of when claims are paid and payment amounts
- Physician, hospital and pharmacy network directories
- Information on prescription drugs and a link to the Member Preferred Drug List
- Help desk assistance is available at 1-888-706-0583

**www.bcbstx.com/ut**
Resources to enrich your health and lifestyle

Blue Access for Members helps you make the connection to better health and well-being with convenient, online resources for every aspect of your life. Whether you’re searching for claims information, managing a chronic condition, striving to balance work and family or starting a nutrition or exercise program, Blue Access for Members has the answers. And now it’s even easier to make your health a priority and get your goals on track with the Personal Health Manager and the Blue PointsSM rewards program.

When you make the connection with Blue Access for Members, you’ll be well on your way to a healthier, more productive life.

Good health rewards you in many ways

Cut out and carry this wallet-sized card, and use it as a quick reference for the Personal Health Manager’s health and lifestyle tools.

Taking a health risk assessment (HRA) helps you examine your overall health and well-being and highlights areas where you could improve.

Get Ready for Your HRA

When you take your HRA, you’re making a positive step to help safeguard your health and live life to the fullest. Before taking the HRA, make sure you have the following information:

- Current height and weight
- Systolic (bottom number) of blood pressure reading
- Diastolic (top number) of blood pressure reading
- Total cholesterol level
- HDL cholesterol level
- Blood glucose level

58
For your health
Visit For Your Health at the Personal Health Manager and find great information to help improve your health. Plus, chalk up Blue Points for rewards each time you use these features.

Get what you ask for
The Ask A features give you e-mail access to health care professionals. Request fitness advice from personal trainers at Ask A Trainer, or seek nutrition advice with Ask A Dietitian. With Ask A Nurse, registered nurses answer your health-related questions, while Ask A Life Coach offers advice to manage stress, workplace conflicts and similar issues.

Find a feast for your eyes
Browse Articles & Recipes and discover informative, easy-to-read articles on just about any health or life skills topic of your choosing. Need wholesome recipe ideas? Check out a virtual smorgasbord of creative ideas.

Get kids and teens on board
Finding it challenging to get kids to think healthy? For Your Health’s Kids & Teens programs can help you educate and motivate your kids to be more active and learn healthier eating habits. Programs are tailored separately for teens and kids under 13 to encourage good habits for a lifetime of healthy nutrition and physical activity.

Savor success
For Your Health’s Eat Right section offers a Healthy Eating program that’s based on nationally recognized nutrition guidelines. Your customized Eat Right plan will be tailored to meet your unique circumstances and health improvement goals. Meal Planner will build your daily menus, or you may choose to enter your own food choices.

Exercise authority
Whether you’re a beginner or are wanting to put more muscle in to your strength building plan, the Get Fit feature in For Your Health can help you take charge of your fitness goals with a variety of fitness programs tailor-made for you. Some of the programs also come with integrated Eat Right nutrition plans.

Make a change for the better
Live Well lives up to its name with Personal Improvement Plans. Whether you want to be more open-minded, improve financial management, or become an optimist, Live Well offers a variety of 30-day plans that can yield life-changing results.
Your Confidential Access to Experienced, Knowledgeable Advisors

In the ever-changing world of health care coverage, it’s always reassuring to share your concerns with someone experienced and knowledgeable. That’s why Blue Cross and Blue Shield of Texas added Blue Care Advisors (BCA) to the Blue Care Connection program.

Blue Care Advisors are a multi-disciplinary team composed of RNs, Licensed Professional Counselors and Licensed Masters-level Social Workers. BCAs reach out to at-risk members, providing them with early chronic disease prevention in hopes of achieving overall improved health.

Blue Care Advisors Benefits to You:

- Simplifies the coordination of your health care benefits
- Educates and empowers you to make informed choices about your health care
- Supports wellness by aiding your understanding of preventive care guidelines, personal risk assessments and preventive screenings
- Supports behavior modification and readiness to change by providing techniques that promote a healthy lifestyle
- Champions your care when assistance is needed
- Lifestyle coaching through the Obesity/Weight Management Program (as needed)

Here are some examples of how Blue Care Advisors have helped others:

“My Blue Care Advisor helped me to better understand how to take advantage of the preventive care benefits available to my family through my health plan. Now I know when to take my children for required immunizations.” — BCBSTX member

“My Blue Care Advisor assisted me in using the 24/7 Nurseline audio library to learn more about an upcoming surgical procedure. Now I know more about what to expect during my post-op recovery.” — BCBSTX member

“I had been sharing my friend’s asthma medicine because I couldn’t afford the copay. My Blue Care Advisor helped me get samples from my PCP until my mail order prescription arrived. Now I order a 90-day supply for only one copay.” — College student covered under BCBSTX family plan

Contact Information

If you’d like more information about BCAs or to discuss your general health, please call toll-free at 1-800-462-3275.
Maintaining your health starts by asking the right questions at the right time. And we all know that sometimes those questions come up unexpectedly, like when the doctor's office is closed. That's why Blue Cross and Blue Shield of Texas (BCBSTX) is proud to offer the 24/7 Nurseline.

Around-the-Clock Access
As part of the Blue Care Connection program, the 24/7 Nurseline provides you with 24-hours a day/seven days a week access via a toll-free telephone number to experienced registered nurses who understand your health care concerns.

The program covers four areas of medical decision making, including: medical concerns, major medical issues, chronic illness support and lifestyle change support.

You’ll have around-the-clock access to a knowledgeable nursing staff with years of experience in multiple areas, including:

- Emergency care
- Urgent care
- Clinical setting
- Family care
- Certified health triage

Audio Health Library
Sometimes you may want to get basic health information on a specific topic. We encourage you to use the 24/7 Nurseline audio library. Just call the 24/7 Nurseline number to choose a topic from more than 1,200 pre-recorded health topics. The program is available in English and Spanish.

Contact Information
The 24/7 Nurseline is available at no out-of-pocket expense to you. All it takes is a simple call to the toll-free phone number: 1-888-315-9473.

Note: This service is not a substitute for medical care. You should consult a health professional for diagnosis and treatment.
Maternity Program for You and Your Baby

Special Beginnings is a voluntary, confidential maternity program that’s there for you whenever you need it. As part of the Blue Care Connection program, Special Beginnings can help you better understand and manage your pregnancy.

It is ideal for you to enroll in the program during your first trimester. When you enroll, you’ll receive:

• A $50 Reward Card from Target
  ◈ Offered by Blue Cross and Blue Shield of Texas to women who enroll in their first trimester and complete the Special Beginnings program

• A pregnancy risk assessment to determine the risk level of your pregnancy and provide you with appropriate monitoring through a series of follow-up calls from an experienced obstetrical nurse.

• Pregnancy-related educational materials on topics such as prenatal and postpartum nutrition, healthy life choices, fetal development, newborn care, and post-pregnancy and well-child information that’s helpful for new parents.

• Personal telephone contact with an experienced obstetrical nurse from when you enroll until six weeks after delivery.

• A welcome packet* full of congratulatory gifts

Caring Support for You

Special Beginnings provides you frequent, personal contact with a nurse case manager. During scheduled follow-up calls, the case manager will assess your health and lifestyle factors, provide guidance on prenatal care, educate you on possible pregnancy risks and provide assistance on how to use other pregnancy-related resources.

Enroll Today

To enroll in Special Beginnings, or ask questions about the program, please call toll-free at 1-800-462-3275.

* Content of packet may vary.
Condition Management

Programs to Help Improve Your Health

If you’re living with a chronic health condition, you may face daily challenges in managing your illness. You want to have the best knowledge and tools available to help you stay as healthy as possible. As part of the Blue Care Connection program, help is available with comprehensive Condition Management programs offered by Blue Cross and Blue Shield of Texas (BCBSTX).

These voluntary programs are designed specifically for those who have been diagnosed with asthma, diabetes, cancer, congestive heart failure, chronic obstructive pulmonary disease, low back pain, metabolic syndrome (high blood pressure, high cholesterol and obesity), or coronary artery disease.

Enrolling in a program can help:

- Decrease the intensity and frequency of your symptoms
- Minimize number of missed days at work
- Enrich your quality of life
- Improve communication between you and your doctor about your health plan
- Enhance your self-management skills

Personalized Programs

Each program addresses your specific needs, based on the severity of your condition, complications and risk factors. If the severity of your condition is mild, you will receive:

- Coverage for targeted preventive screenings
- Seasonal mailings with educational materials related to your condition
- Tools to help you better self-manage your condition

If the symptoms of your chronic condition are moderate to severe, your program will be tailored to provide you with:

- Personalized self-management planning
- Regularly scheduled helpful monitoring by a registered nurse
- 24-hour-a-day telephone access to a specialty nurse
- An audio library of topics related to your condition, available by telephone around-the-clock
- Assistance in coordination of condition-specific Durable Medical Equipment

Enroll — and Take Control

To enroll in a Condition Management program, or to find out how a Condition Management program can help you, please call 1-800-462-3275.
Support for a slimmer, healthier you
If you’ve considered losing weight, you’ve probably thought, “I’ll start tomorrow.” Unfortunately, tomorrow can turn into next week … next month … and next thing you know, tomorrow is nowhere in sight. If you want to seize the day and start losing weight, Blue Cross and Blue Shield of Texas (BCBSTX) wants to help.

Through Blue Care Connection®, BCBSTX has developed a Weight Management program to help you slim down and feel healthier. The program offers guidance and support through lifestyle and motivational coaching, personalized goal setting with action plan, online tools, an Audio Health Library and discounts to wellness-related products and services.

All Blue Care Connection programs are offered at no charge to you and your participation is completely voluntary.

Weight Management Assistance
Once you have been identified as a candidate for the Weight Management program, your "Readiness to Change" will be assessed to determine the level of outreach you will receive. Outreach could include working with a Wellness Coach who would provide personal assistance such as goal setting and periodic progress checkups, or you may chose to only use self-guided tools and resources.

Enroll Today
There are many ways to enroll in the Weight Management program. You can call Customer Service using the phone number listed on the back of your ID card, or send an email to Ask A Dietitian through the Personal Health Manager (PHM).

Also, you may be identified for outreach by:
- Completing a Health Risk Assessment through the PHM
- Participating in a Health Fair which may be offered by your employer
Weight Management
Support for a slimmer, healthier you

Self-guided tools and resources include:

Personal Health Manager
The Personal Health Manager (PHM) is an online resource that connects you to information and tools designed to help you maintain (or improve) your health. Through the For Your Health section, the PHM offers various support options to help you reach your goal weight, such as:

Get Fit:
- Customized cardiovascular, strength and flexibility plans
- Accommodates everyone from beginner to expert
- Provides a virtual demonstration of each exercise, enabling you to learn proper techniques

Eat Right:
- Personalized nutrition plan
- Recommends calories and servings from all food groups
- Daily meals are recommended or you can create your own
- Automatically calculates and compares daily intake to recommended intake
- Adjusts recommendations according to activity levels

Lose Weight – This program provides the tools and resources you need to set and track:
- Healthy weight goals
- Activity goals
- Healthy eating goals

Expert Coaching:
- Ask A Trainer – Ever wonder what some effective exercises are to flatten your stomach or how to train for a 10K run? Ask one of our certified personal trainers!
- Ask A Dietitian – Is it true that green tea is really good for you? Ask a registered dietitian questions about food and nutrition.

Blue PointsSM
Every time you track a fitness workout, report a meal, use any of the expert coaching features, or utilize other features in the For Your Health section, you will earn Blue Points. These points are redeemable at the Blue Points Redemption Center on the PHM for health promotion products and other merchandise. You can earn up to 1,000 points per week and you only need 2,500 points to claim your first reward.

To access the PHM, log into Blue Access® for Members at www.bcbstx.com/ut. PHM is located on your home page.

BlueExtrasSM Discount Program
BlueExtras saves you money on health care products and services not usually covered by your health care benefits plan. There are no claims to file, no referrals or pre-authorizations and no additional fees to participate. BlueExtras provides discounts to Jenny Craig, Curves and Complementary Alternative Medicine (CAM) which includes discounts on vitamins, health and wellness magazines, gym memberships, massages, spas, acupuncture, yoga, Tai Chi and more.

To access BlueExtras, log into Blue Access for Members at www.bcbstx.com/ut, and then click on the My Coverage tab at the top.

24/7 Nurseline Audio Health Library
The 24/7 Nurseline provides 24-hours a day / seven days a week access to an Audio Health Library of prerecorded information about weight management, as well as other basic health topics.

To access the Audio Health Library, call the 24/7 Nurseline at (888) 315-9473.

To have the best chance of successfully losing weight and keeping it off, educate yourself about nutrition and exercise, and get support. Contact us by calling 1-800-462-3275 for condition management or 1-866-882-2034 for customer service.

BlueCross BlueShield of Texas
Experience. Wellness. Everywhere.”

www.bcbstx.com/ut
Support for smokers who want to quit

Control. If you’re a smoker, you control the date you’re going to quit. And although quitting smoking is not easy, it can be done. You can do it. And Blue Cross and Blue Shield of Texas (BCBSTX) wants to help.

Through Blue Care Connection®, BCBSTX has a Tobacco Cessation program available to help you quit smoking. The program provides personal coaching, online tools, an Audio Health Library, and discounts to wellness-related products and services.

All Blue Care Connection programs are offered at no charge to you and your participation is completely voluntary.

Tobacco Cessation Assistance
Once you have been identified as a candidate for the Tobacco Cessation program, your “Readiness to Change” will be assessed to determine the level of outreach you will receive.

Outreach could include working with a Wellness Coach who would provide personal assistance such as goal-setting and periodic progress checkups, or you may chose to only use self-guided tools and resources.

Get Started
There are many ways to get started with our Tobacco Cessation program. You can call Customer Service using the phone number listed on the back of your ID card, or send an email to Ask A Nurse through the Personal Health Manager (PHM).

Also, you may be identified for outreach by:
• Completing a Health Risk Assessment through the PHM
• Participating in a Health Fair which may be offered by your employer
Tobacco Cessation
Support for smokers who want to quit

Self-guided tools and resources include:

**Personal Health Manager (PHM)**

The Personal Health Manager (PHM) is an online resource that connects you to information and tools designed to help you maintain or improve your health. Through the For Your Health section, the PHM offers various support options to help you stop smoking, such as:

**Stop Smoking:** This program provides you the tools and resources you need to:
- Understand your barriers to quitting
- Identify your personal motivators (to quit smoking)
- Learn more about treatment options

**Expert Coaching: Ask A Nurse** – Ask a registered nurse questions about your health as it relates to quitting smoking. Additionally, if you’d like to trade smoking for improved nutrition and physical activity, the For Your Health section has additional resources, such as customized cardiovascular, strength and flexibility plans, a personalized nutrition plan that can integrate with your exercise plan and much more.

**Blue PointsSM**

Every time you track a fitness workout, report a meal, use any of the expert coaching features, or utilize other features in the For Your Health section, you will earn Blue Points. These points are redeemable at the Blue Points Redemption Center on the PHM for health promotion products and other merchandise. You can earn up to 1,000 points per week and you only need 2,500 points to claim your first reward.

To access the PHM, log into Blue Access® for Members at www.bcbstx.com/ut. The PHM is located on your home page.

**BlueExtrasSM Discount Program**

BlueExtras saves you money on health care products and services not usually covered by your health care benefits plan. There are no claims to file, no referrals or pre-authorizations and no additional fees to participate. BlueExtras programs could help you shift your focus from smoking to healthy habits. Programs that support smoking cessation:
- **Complementary Alternative Medicine (CAM)** includes acupuncture, gym memberships, yoga, Tai Chi, massages, vitamins, health and wellness magazines, spas and more
- **Jenny Craig** focuses on healthy eating, portion control and physical activity
- **Curves** offers a 30-minute workout that combines strength training and sustained cardiovascular activity through safe and effective resistance equipment

To access BlueExtras, log into Blue Access for Members at www.bcbstx.com/ut, and then click on the My Coverage tab at the top.

**24/7 Nurseline Audio Health Library**

The 24/7 Nurseline provides 24-hours a day / seven days a week access to an Audio Health Library of prerecorded information about tobacco cessation, as well as other basic health topics.

To access the Audio Health Library, call the 24/7 Nurseline at (888) 315-9473.

To give yourself the best chance of quitting smoking successfully, you need to know what your options are and where to go for help. Contact us by calling 1-800-462-3275 for condition management or 1-866-882-2034 for customer service.

BlueCross BlueShield of Texas

LivingWell
Make it a Priority.
The University of Texas System

www.bcbstx.com/ut
More ways to save money with your member ID card

Through the BlueExtrasSM discount program, all Blue Cross and Blue Shield of Texas (BCBSTX) members are eligible to save money on value-added health care products and services that help support healthy lifestyles. These discounts are for health care products and services not usually covered by your health care benefits plan. There are no claims to file, no referrals or pre-authorizations, and no additional fees to participate – it’s just one more benefit of being a BCBSTX member!

To use BlueExtras, simply show your BCBSTX ID card to a BlueExtras provider to receive your discount.

For additional information about the products and services offered through BlueExtras, log into Blue Access® for Members (BAM) at www.bcbstx.com. Click on the My Coverage tab, and then the BlueExtras Discount Program link.

Complementary Alternative Medicine

www.bcbstx.com/member
(866) 656-6069

Complementary Alternative Medicine (CAM) includes a variety of therapies that may help to improve your health, prevent illness, and address existing symptoms and conditions. As a BCBSTX member, you’re automatically eligible to receive up to 30 percent off standard fees through a national network of more than 35,000 practitioners, spas, wellness and fitness centers.

You’re also eligible to receive discounts on vitamins, herbal supplements, and health and wellness magazines. To learn more about CAM discounts, log into BAM.

Jenny Craig

www.jennycraig.com
(800) 597-Jenny (800-597-5366)

Jenny Craig is a long-term food/body/mind solution that can help you manage your weight by teaching you how to create a healthy relationship with food, build an active lifestyle and develop a balanced approach to living. You have the option to choose the right program for your lifestyle by conducting your weekly consultations at a Jenny Craig Centre or over the phone with Jenny Direct — the at-home program. It's up to you! To learn more about the Jenny Craig discount and to download your discount coupon, log into BAM.
Curves

www.curves.com
(800) CURVES-30 (800-287-8373)

Curves offers a 30-minute workout that combines strength training and sustained cardiovascular activity through safe and effective resistance equipment. Curves has made exercise available to more than four million women, many of whom are in the gym for the first time. To learn more about the Curves discount, log into BAM.

TruHearing

www.truhearing.com
(877) 882-2020

Save on digital hearing aids through TruHearing. Get a free hearing test by a licensed hearing specialist when performed for the purpose of a fitting for a hearing aid. Enjoy a 45-day money back guarantee, a two-year warranty and a selection of hearing aid styles at various price levels. To learn more about the TruHearing discount, log into BAM.

Davis Vision

www.davisvision.com
(800) 501-1459

Save on eyeglasses (frames and lenses), as well as contact lenses, laser vision correction services, examinations and accessories through one of the nation’s leading providers of routine vision care programs. The Davis Vision network consists of major national and regional retail locations, such as Eyemasters and Visionworks, as well as independent ophthalmologists and optometrists. To learn more about the Davis Vision discount, log into BAM.

The relationship between these vendors and Blue Cross and Blue Shield of Texas (BCBSTX) is that of independent contractors. BlueExtras is a discount program available to BCBSTX members. This is NOT insurance. Some of the services offered through BlueExtras may be covered under your health plan. Please refer to your benefit booklet or call the customer service number on the back of your ID card for specific benefit information under your health plan. Use of BlueExtras does not affect your premium, nor do costs of BlueExtras’ services or products count toward your plan deductible, calendar year or lifetime maximums. Discounts are only available through participating vendors. BCBSTX does not guarantee or make any claims or recommendations regarding the services or products offered under BlueExtras. You may want to consult with your physician prior to use of these services and products. Services and products are subject to availability by location. BCBSTX reserves the right to discontinue or change this discount program at any time without notice.

A Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association.
Claims Address
Blue Cross and Blue Shield of Texas
P.O. Box 660044
Dallas, Texas 75266-0044

Customer Service
1-866-882-2034
8 a.m. to 5 p.m. (Central Time) Monday–Friday

Online Provider Directory and Website
www.bcbstx.com/ut

Blue Cross and Blue Shield of Texas, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association, provides administrative claims payment services only and does not assume any financial risk or obligation with respect to claims.

48273 0607