



**BlueCross BlueShield
of Texas**

Experience. Wellness. Everywhere.™

**Experience.
Wellness.
Everywhere.™**

Our New Wellness Programs



A Division of Health Care Service Corporation, a Mutual Legal Reserve Company,
an Independent Licensee of the Blue Cross and Blue Shield Association.

www.bcbstx.com

Agenda



BlueCross BlueShield
of Texas

- 1 Introducing New BCBS Wellness Initiatives**
- 2 Description of the Programs**
- 3 How Do BCBS Members Participate?**
- 4 Other Resources BCBS Offers**
- 5 How Can Your Practice Collaborate?**





Experience. Wellness. Everywhere.™

You want the very best for your patients. *So do we.*

Our Mission: ***To promote the health and wellness*** of our members and communities through accessible, cost-effective, quality health care.



Partnering with Providers: Focus on Wellness



BlueCross BlueShield
of Texas

- **Blue Care Connection® (BCC)** welcomes in the new year with three new programs to help BCBS members who want to quit smoking, lose weight, or just manage and improve their overall health.
 - If you have patients who are BCBS members and who could benefit from these programs, we want to encourage you to share this information – as appropriate.
 - BCBS will be furnishing your practices with communication materials on these new programs that you can offer your patients.

Program Description



BlueCross BlueShield
of Texas

Beginning January 1, 2008, **Tobacco Cessation**, **Weight Management**, and **Worksite Wellness** programs have been introduced as the newest additions to our medical management program – Blue Care Connection.



Tobacco Cessation provides resources and support for smokers who want to quit



Weight Management provides guidance, support, online tools and resources for members who want to lose weight



Worksite Wellness enables employers to offer employees on-site health education and health screenings

Who Can Participate?



BlueCross BlueShield
of Texas

- Any patient whose Blue Cross and Blue Shield employer group benefits include **Blue Care Connection** is eligible to participate in these wellness programs – at no additional cost.
- To verify, have your patient call the toll free **Customer Service number** on the back of the BCBS ID card.



Your benefit plan requires that you contact customer service one day prior to hospitalization or within two days of an admission for emergency, mental health, chemical dependency or maternity care. Failure to contact customer service may reduce your benefits.

For questions regarding benefits, membership and claims please call the customer service number and select the appropriate prompt.

Medical Providers: Please file all medical claims with your local Blue Cross and Blue Shield Plan.

Members: If a provider does not file a claim on your behalf, please contact customer service.

Customer Service	1-866-123-4567
BlueCard Access	1-800-810-2383
Preauthorization (Medical)	1-800-635-1328
Preauthorization (MH/C/D)	1-800-851-7498
24/7 Nurseline	1-888-299-0274
Pharmacy Benefits	1-800-423-1373

BlueCross and Blue Shield of Illinois, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association, provides claims payment services only and assumes no financial risk with respect to claims.

Weight Management



BlueCross BlueShield
of Texas

Provides guidance and support for members who want to lose weight—personal or self guided

- Behavioral counseling, motivational coaching and personalized goal setting with action plans from licensed Wellness Coaches
- Online weight management tools
- Web-based nutrition and fitness plans and advice
- Secure e-mail support
- Motivational toolkit sent to members who are ready to change
- 24/7 Nurseline nurse support and AudioHealth Library®
- Members can earn Blue PointsSM for using the online weight management program, and for completing online fitness and nutrition plans in the Personal Health Manager
- BlueExtrasSM discounts at Jenny Craig, Curves and the Complementary Alternative Medicine network



Tobacco Cessation



BlueCross BlueShield
of Texas



Provides resources for tobacco users who want to quit—personal or self guided



- Behavioral counseling / personal coaching from licensed Wellness Coaches
- Online smoking cessation tool
- Secure e-mail motivational support
- Health information resources
- Motivational toolkit for eligible members
- 24/7 Nurseline nurse support and AudioHealth Library®
- Members can earn Blue PointsSM for using the online tobacco cessation management program, and for other activities completed in the Personal Health Manager
- BlueExtrasSM discounts: Complementary Alternative Medicine



Health Education Classes / Health Fairs

- **On-site health educator to discuss one health and wellness topic, including:**
Stress, Family Health, Fitness, Heart Health, Tobacco Cessation, Nutrition, Preventive Health, Men's Health, Women's Health

- **On-site health educator to provide:** educational information on wellness-related topics and services available to members

Health Screenings

- **On-site health screenings by health educator:**
Blood Pressure, Diabetes / Glucose, Cholesterol (finger stick), Biometric screenings (Weight / Height / BMI), Flu Vaccines, on-site Health Risk Assessment (HRA)



**Subject to offerings at specific worksites.*

What Other Resources Can BCBS Offer My Patients? www.bcbstx.com



BlueCross BlueShield
of Texas



Personal Health Manager

Online Health Management System

- Online portal to new wellness programs
- Symptom checker and other health resources
- Health encyclopedia, online medical records, condition tracking



Eat Right, Get Fit

Via the Personal Health Manager

- Members can create fitness regimens and meal plans
- Healthy recipes, shopping lists
- Progress tracking



Blue PointsSM Incentives

Via the Personal Health Manager

- Members earn Blue Points for healthy activities, redeemable for rewards
- Special programs for teens and children



Be Smart. Be Well.[®]

Educational Web site

- Topics updated quarterly
- Educates members on preventable conditions
- Articles, links to organizations, and videos of real stories

What Other Resources Can BCBS Offer My Patients? www.bcbstx.com



BlueCross BlueShield
of Texas



Health Risk Assessment

User friendly

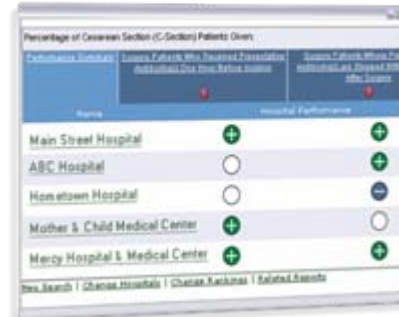
- Examines a member's overall health and well-being
- Provides a personal report highlighting areas of risk with steps for improvement



BlueExtras

Discounts

- Your patients can save money on health care products and services not usually covered by a benefit plan
- Jenny Craig and Curves facilities
- Complementary Alternative Medicine



Cost and Quality Tools

Hospital Comparison

Treatment Cost Advisor

- Profiles of hospitals on over 150 procedures
- Estimates of treatment costs help members make more informed care decisions



Member Care Profile

New 2008

- User-friendly "snapshot" of medical history over 12 months
- Medical, laboratory, and Rx claims
- Members can print PDF and share with physician

What Other Resources Can BCBS Offer My Patients? www.bcbstx.com



BlueCross BlueShield
of Texas



Blue Access® Online

for Members

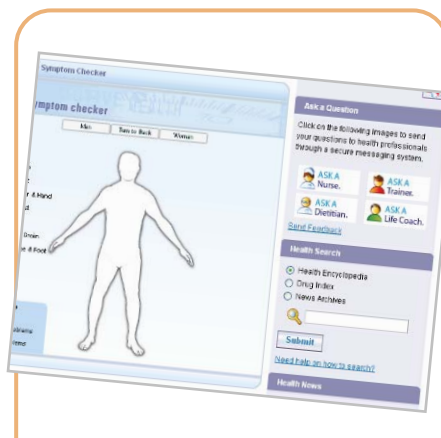
- Link to Personal Health Manager
- Check claims
- Print ID cards
- Hospital Comparison Tool
- Treatment Cost Advisor



'Ask A' Features

Via the Personal Health Manager

- Self-management
- Secure online interaction with:
 - Blue Care Advisor
 - Trainer
 - Dietitian
 - Life Coach



Online Health Encyclopedia

- Symptom checker
- Drug Index to research prescription and OTC medications
- Health search to research conditions
- Articles and health news



My Health Topics

Blue Access® for Members

- Topics updated monthly
- Educates members on health and wellness topics
- Coordinated with National Awareness campaigns

Patients May Have Questions



BlueCross BlueShield
of Texas

We are building awareness among our members and your patients who are covered by employer group plans

- We are collaborating with employers to create wellness awareness campaigns through posters, fliers, pay stuffers and e-mails
- Your patients may have seen general wellness communications at work, or materials promoting smoking cessation or weight management
- They may have seen the new smoking cessation and/or weight management tools online
- In addition, they may have benefit plans that reward them for getting a physical, participating in wellness programs, or completing a Health Risk Assessment



How Do My Patients Participate?



BlueCross BlueShield
of Texas



Members can Log on to the
Personal Health Manager
and look for the Tobacco Cessation
and Weight Management icons.

Experience. Wellness. Online.

- Your patients can **call** the Customer Service number on the back of their BCBS ID card, or
- Members can link to the Personal Health Manager **online** via Blue Access® for Members, look for the wellness icons and begin!



Your benefit plan requires that you contact customer service one day prior to hospitalization or within two days of an admission for emergency, mental health, chemical dependency or maternity care. Failure to contact customer service may reduce your benefits.

For questions regarding benefits, membership and claims please call the customer service number and select the appropriate prompt.

Medical Providers: Please file all medical claims with your local Blue Cross and Blue Shield Plan.

Members: If a provider does not file a claim on your behalf, please contact customer service.

Customer Service 1-866-123-4567
BlueCard Access 1-800-810-2583
Preauthorization (Medical) 1-800-635-1928
Preauthorization (MH/C/D) 1-800-851-7498
24/7 Nurseline 1-888-299-0274
Pharmacy Benefits 1-800-423-1973

Blue Cross and Blue Shield of Illinois, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association, provides claims payment services only and assumes no financial risk with respect to claims.

What Can You Do?



BlueCross BlueShield
of Texas

- **Encourage your patients who are BCBS members to enroll today!**



- Remember, no billing codes / no claims to file.
- To help you promote the weight management and tobacco cessation programs to your patients and encourage BCBSTX members to participate, we will soon be providing Wellness posters and pads of tear-off sheets for use in your offices.
- Refer to your provider newsletter, *Blue Review*, for additional Blue Care Connection® programs available to BCBSTX members. Log on to our Web site at www.bcbstx.com for more information.

Wellness Pads and Posters



BlueCross BlueShield of Texas

Can you spare a hundred?
Calories can be sneaky, and many of us don't know their hiding places—until they show up on our waistlines. Try these painless ideas to slash hidden calories each day.

Take One

Support for a healthier, slimmer you

Experience. Wellness. Everywhere.™

While extra calories put on weight over time, regularly taking away just 100 calories a day can go a long way to help whittle your middle.

Did you know that losing extra pounds may reduce your risk of developing the following conditions?

- High blood pressure
- Cardiovascular disease and stroke
- Diabetes
- Cancer
- Sleep apnea
- Osteoarthritis

Did you know that losing excess pounds may reduce your risk of developing the following conditions?

- High blood pressure
- Cardiovascular disease and stroke
- Diabetes
- Cancer
- Sleep apnea
- Osteoarthritis

www.bcbstx.com

BlueCross BlueShield of Texas

Weight Management

Ready to take a breather?
You can with these smoking cessation tips.

Take One

Experience. Wellness. Everywhere.™

Did you know that 10 years after quitting smoking your risk of death from lung cancer is half that of a continuing smoker?

Stopping smoking can improve your health, now and in the future. Half of all adult smokers have quit, so you can, too. That's the good news. There are millions of people alive today who have learned to face life without a cigarette. Here are some new life into your health by quitting—while you're ahead.

Benefits of Quitting:

- Healthier lungs
- Reduced risk of heart disease and certain cancers
- Increased fertility and lowered risk of miscarriage
- Stronger sense of taste and smell
- Healthier hair and skin
- Longer and healthier life

Smoking causes about 90 percent of lung cancer deaths in women and about 80 percent of lung cancer deaths in men. The risk of dying from lung cancer is more than 23 times higher among men who smoke cigarettes, and about 13 times higher among women who smoke cigarettes compared with those who don't.

Try these strategies to break the habit:

- Target a stop date and record your reasons for stopping
- Solicit support and encouragement from friends, family, your physician, stopping resources and programs
- If withdrawal causes irritability, try using relaxation techniques, exercising regularly and avoiding stressful situations
- Get medication, if necessary, and use it correctly
- Fight possible triggers by avoiding caffeine or other stimulants, and by having a relaxing bedtime routine
- Prepare for relapse, and keep trying by focusing on your goals and reasons for quitting
- Quit completely. Smoking "lowtar or lownicotine" cigarettes usually does little good. If you switch to lower-nicotine brands you'll likely just pull harder, longer, and more often on each cigarette.

www.bcbstx.com

BlueCross BlueShield of Texas

Tobacco Cessation