



BE ACTIVE BE HEALTHY BE HAPPY

HealthyBlue[®]

Tools for a healthier life

HealthyBlue is an engaging wellness program of tools, resources and services that provides the motivation to start living a healthier, more productive lifestyle. 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. The time to think about your health is now.

THE HEALTHYBLUE HEALTH AND WELLNESS PROGRAM INCLUDES:

My BluePrintSM

- Online health assessment providing feedback on your overall health
- Track your progress over time
- Health assessment may prompt a call from a health coach

Virtual Coaching

- Self-paced, online, customizable health behavior change program
- Tailored to-do lists and tips for 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*[®] physical activity tracking program

Nurse On Call

- Registered nurses available to answer questions 24/7 to help members obtain health information to make informed medical decisions
- Available in English, Spanish and over 140 languages (via translated services)

HealthyBlue Beginnings

- Preconception and maternity education and support
- Access to materials on the HealthyBlue Beginnings website
- Comprehensive pregnancy reference guide
- Phone access to a nurse 24/7

Designed to supplement the care and education from your doctor.

* Blue365[®] offers access to savings on items that Members may purchase directly from independent vendors, which are different from items that are covered under your BCBSAZ policy or its contracts with any other applicable federal healthcare program. To find out what is covered under your policy, call BCBSAZ. Blue Cross and Blue Shield Association (BCBSA) and local Blue companies may receive payments from Blue365 vendors. Neither any local Blue company nor BCBSA recommends, endorses, warrants or guarantees any specific Blue365 vendor or item. Discounts may be rescinded or canceled at any time without notice. There is no guarantee of the percentage or level of savings on services or products. Lower prices may be available on the same products or services through other programs or vendors. Limitations and restrictions apply to each program.

Blue365*

- Blue365[®] includes select savings on products and services you can use to improve and maintain health every day. National companies in a wide range of categories, including fitness, nutrition, weight loss, vision and hearing, have created special offers and discounts available through Blue365 to BCBSAZ members.

Lifestyle Coaching

- Obtain personalized, one-on-one health support and guidance via telephone or online
- Coaches will work with you to set specific, achievable health goals
- Monthly outreach will help you stay motivated

Health Condition Support

- Proactive support and resources
- Nurse support available for members with Chronic Obstructive Pulmonary Disorder, Coronary Artery Disease, Congestive Heart Failure, Diabetes and Asthma.

Care Management

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



Take action toward a healthier lifestyle now by visiting azblue.com/HealthyBlue or call us at **1 (877) My-HBlue (1-877-694-2583)**.



Availability of services and programs will vary. Not all programs may be available to all members. Certain programs, such as lifestyle coaching, have eligibility requirements. Blue Cross Blue Shield of Arizona members should always consult with their physician or healthcare 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 healthcare 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. © 2015 Blue Cross Blue Shield of Arizona.



An Independent Licensee of the Blue Cross and Blue Shield Association