

MAKE HEALTHIER CHOICES

We engage, motivate and empower our members to live their best life possible. The following enhanced services

*go well beyond simply
providing health coverage*

—all available to you at no additional
out-of-pocket cost.



Online Wellness Support

myBlueWellness is an enhanced online platform powered by WebMD® designed to promote your healthier lifestyle.

Online features include:

- ▶ Health assessment
- ▶ Personalized action plans with medical record archive
- ▶ Healthy yet flavorful recipes
Lifestyle and behavioral change programs
- ▶ Educational videos

Visit [AlabamaBlue.com/myBlueWellness](https://alabamablue.com/myBlueWellness) to get started today.

WebMD® is an independent company providing wellness tools and programs to Blue Cross and Blue Shield of Alabama members.



Blue365

As a Blue Cross member, you can get exclusive deals from top national and local retailers on:

- ▶ Fitness gear
- ▶ Gym membership packages (12,000+ facilities nationwide)
- ▶ Nutrition
- ▶ Hearing and vision care
- ▶ Travel and rental cars
- ▶ Baby products and more

Visit [Blue365Deals.com](https://blue365deals.com) to learn more and enroll for free.

The Blue365® program is brought to you by the Blue Cross and Blue Shield Association, a group of independent, locally operated Blue Cross and/or Blue Shield Companies.



BlueCare Advocacy

BlueCare provides both customer service and clinical advisement to help you make the most of your benefits and make decisions to improve your health.

A BlueCare Health Advisor can help you:

- ▶ Get answers to common customer service questions
- ▶ Understand benefits, claims and coverages
- ▶ Research and resolve hospital and doctor billing issues
- ▶ Locate a doctor or specialist and schedule appointments
- ▶ Know which preventive screenings are recommended
- ▶ Enroll in available health and well-being programs
- ▶ Connect with support groups and community services

Call 1-888-759-2764 to connect with a health advisor.



Case Management

This telephone-based program is designed to help you navigate the healthcare system if you have a complex, catastrophic or specialty condition. Case management programs are staffed by experienced registered nurses and include, but are not limited to, the following:

- ▶ **Transition of care:** educate and support following discharge to help reduce the risk of preventable ER visits and hospital readmissions
- ▶ **Catastrophic care:** coordinate care for members who have experienced a traumatic injury or condition requiring extended hospital stay or rehabilitation
- ▶ **Specialty care:** provides education, guidance and support for members and family by clinicians experienced in the fields of high risk OB, neonatal, transplant, oncology and pediatrics

There is no cost, and participation is voluntary and confidential. Call 1-800-821-7231 or email MemberManagement@bcbsal.org.



At-Risk Coaching

This curriculum-based program focuses on obesity, hypertension and prediabetes. Health coaches can help you prevent or reverse the risks for developing a chronic condition by making healthy lifestyle changes.

They work with you to develop a customized action plan to:

- ▶ Set personal health goals
- ▶ Overcome challenges
- ▶ Develop a nutrition and exercise regimen
- ▶ Understand medications

There is no cost, and participation is voluntary and confidential. Call 1-855-699-6168 or email HMHealthCoach@bcbsal.org.



Chronic Case Management

This telephone-based program incorporates a holistic, personalized approach to managing your healthcare. Our program includes these and other specialized conditions, as it continues to evolve:

- ▶ Asthma
- ▶ Chronic Obstructive Pulmonary Disease
- ▶ Congestive Heart Failure
- ▶ Coronary Artery Disease
- ▶ Diabetes (Types 1 and 2)
- ▶ Musculoskeletal pain
- ▶ Chronic Kidney Disease (CKD)

Clinicians will provide a health assessment for you and develop a patient profile. There is no cost, and participation is voluntary and confidential. Call 1-888-841-5741 or email MemberManagement@bcbsal.org



Maternity Management

The goal of the Baby Yourself® program is to ensure expectant mothers and their babies receive the best possible healthcare during pregnancy. You'll receive telephone or e-mail support from an experienced registered nurse throughout your pregnancy.

The Baby Yourself mobile app provides additional information, trackers and easy access to your nurse through one-button dialing. Once your baby arrives, the Lactation Program provides encouragement, support and information designed to improve the well-being of infants and their families.

There is no cost, and participation is voluntary and confidential. Call 1-800-222-4379, visit AlabamaBlue.com/BabyYourself or download the Baby Yourself mobile app.