

An easier and more
affordable path to wellness



**BlueCross
BlueShield
of Kansas**



ResourceBlue™

Resource Blue, already an easy-to-use online resource, now makes it easier than ever to help you live a healthy lifestyle. We've partnered with WebMD® and Blue365® to provide you exclusive access to health information, resources, discounts and savings. With this feature-rich expansion, you have a new way to get even more from your Blue Cross and Blue Shield of Kansas (BCBSKS) membership every day.

WebMD®

interactive, simple and credible health information

Resource Blue, powered by WebMD, provides you and your family access to:

- Board-certified physicians
- Award-winning journalists
- Trained community moderators

The WebMD content staff also includes individuals that hold advanced degrees in medical illustration, health communications, nursing and medicine. WebMD provides you the tools you need to make smart choices – from critical information about preventing a serious disease to developing a personalized health improvement plan.

You'll also find the WebMD Lifestyle Improvement ProgramsSM. Designed to inspire and reinforce positive behavior change, these programs can help you:

- Manage your weight
- Quit smoking
- Reduce stress

Get your health down to a science

Using WebMD Health Assessment, you can receive an easy-to-understand report highlighting your individual health risks along with a plan to help reduce them. The Health Assessment tool gives you the information you need to stay one step ahead of potentially serious or chronic health problems. All you have to do is answer a few simple questions about your health, lifestyle and family history.

Blue365
Your resource for living healthier.™

Blue365 – exclusive discounts on health and wellness

Improving and maintaining your health 24/7, 365 days a year is what you'll find with Blue365. Enjoy value-added discounts

and offers on programs and services from leading national companies – just for BCBSKS members.

Blue365 supports your total wellness and online resources, including:

Health and wellness

- Discounts on weight loss and nutrition program
- Savings on elective procedures like laser vision correction
- Access to a personal walking/fitness program

Family care

- Eldercare and caregiver tools and information

Financial well-being

- Financial consulting for a healthier future

Healthy travel

- Savings on spa vacation and wellness getaways

ResourceBlue™
www.bcbsks.com/resourceblue

Explore all the Blue365 healthy choices* at bcbsks.com/resourceblue.



*Independent companies that do not provide Blue Cross and/or Blue Shield products or services and are solely responsible for the services provided.

Disease & Care Management

BCBSKS offers its members *Healthy Options*, a series of care management initiatives focused on asthma, diabetes, heart disease, high blood pressure and high cholesterol. With Healthy Options care management, our goal is to improve the overall health of our members with chronic health conditions by providing members with education, tools and one-on-one support.

Participation in this HIPAA-compliant program is strictly voluntary and the member may opt out at any time. The primary goal of Healthy Options is to improve the quality of life for our members while achieving efficient use of health care services.

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Health & wellness on the Internet

We understand that helping you live a healthy life means more than just regular doctor's visits – it's helping you find time for the things that matter most. Hands-on health tools from WebMD and Blue365 are available to you through online convenience. For seasoned Internet users, you may find that Resource Blue will become one of your most-visited sites. And if you're new to the Internet, you'll find that the knowledge you gain is well worth your time.



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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 policies with your local Blue company, its contracts with Medicare, or any other applicable federal healthcare program. To find out what is covered under your policies, call your local Blue company. The products and services described herein are neither offered nor guaranteed under your local Blue company's contract with the Medicare program. In addition, they are not subject to the Medicare appeals process. Any disputes regarding these products and services may be subject to your local Blue company's grievance process. 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.

Important: Resource Blue discounts do not apply to any services covered by your health plan and do not count toward any deductible, coinsurance, copay or lifetime maximums of such plan. In addition, use or non use of this discount program does not affect your health plan premium.

ResourceBlueSM
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Now featuring ...

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