total health and wellness

Blue Shield of California programs and services
Whether you want to ease stress, lose weight, or quit smoking – we'll help you reach your goals. Our health and wellness programs can help guide you every step of the way, from inspiring healthy habits to managing chronic conditions to helping you get the most appropriate care for a complex condition.

Our wellness programs focus on prevention through a personalized approach so you can go at your own pace, while our more intensive case-management programs offer individualized support when you need it most – with a host of other helpful services in between. Whether you are healthy, or have an acute or chronic condition, Blue Shield can help you on your journey to better health.
Healthy living
Helps keep you well by identifying health risks early, and providing support on adopting healthier habits. You can choose from a variety of programs to help reach your own goals.

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Living better
Gives members who need extra attention the information and support they need to help them be as healthy and active as possible.

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24/7 support
Puts you in control of your healthcare and life decisions, with access to personal counseling, resources, and expert advice around the clock.

NurseHelp 24/7 7
Online tools and resources at blueshieldca.com/csac 7
Did you know that when you maintain a healthy lifestyle, you can potentially avoid serious health risks, which also helps reduce your out-of-pocket healthcare costs? Our health programs help you make better lifestyle choices, so you can take control of your health and avoid unnecessary expenses. From targeted prevention reminders to the Healthy Lifestyle Rewards program, these tools can help you and your family stay well.
Prevention Program
Be proactive about your health

Early detection is essential to good health. As a Blue Shield member, you'll get the information you need to stay on top of your wellness with access to prevention and screening resources, along with related health topics. We'll help you stay current on important screenings and tests.

You can access specific age-appropriate health recommendations – for men, women, and children – online at blueshieldca.com/csac. Just log in and click on Health & Wellness at the top of the page, then Women’s health, Men’s health, or Children’s health on the left side and choose Preventive Health Guidelines.

Healthy Lifestyle Rewards
Get fit. Stay healthy.

Understanding your health is the first step to developing a lifetime of positive habits. Our interactive Healthy Lifestyle Rewards program can help you understand your current health status, set goals to improve or change behaviors, and get you on the right track for success. Start by completing a confidential Wellness Assessment that helps tailor a wellness program just for you. You’ll learn how to adopt and maintain a healthy lifestyle from a variety of programs that put you in control.

Get support in these areas:
- Stress reduction
- Weight management
- Smoking cessation
- Exercise
- Emotional wellness
- Nutrition

To take action, go to blueshieldca.com/csac, click on Health Programs and Wellness Discounts and select Healthy Lifestyle Rewards.

Prenatal Program
Baby on the way?

Are you preparing for a family? We want you and your baby to be healthy. With our Prenatal Program, you’ll learn what to expect while you’re pregnant, ways to be healthier after the baby is born, and more. You’ll receive an educational packet that includes your choice of one of the best-selling pregnancy and parenting books, a prenatal planner, and access to free text-messaging reminders, as well as other materials that offer practical advice and helpful tips. For more information, go to blueshieldca.com/csac, select Health Programs and Wellness Discounts and then Prenatal Program. Or, call (877) 371-1511.
Wellness discount programs
Strive for a balanced life while saving money

Do you want to lose weight or get in shape? Or de-stress with a soothing massage? Here are some programs and discounts available to Blue Shield members. For details, visit blueshieldca.com/csac and click on Health Programs and Wellness Discounts.

<table>
<thead>
<tr>
<th>Program</th>
<th>Description and discount available for members</th>
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| Diet and exercise²    | • Discounts on membership fees and gym fees, including waived enrollment and processing fees  
                          • Special pricing on membership rates for local meetings, at-home kits, and online program savings |
| Alternative care²     | 25% discounts for services                                                                  |
| Vision                | • 20% discount at participating providers³                                                |
|                       | • 15% discount off providers’ usual and customary fees for LASIK and PRK correction surgery through the TLCVision⁴ network in California (or an affiliated NVision provider). Members who live outside of California get a 10% discount. |
|                       | • 20% discount off providers’ usual and customary fees on traditional and custom LASIK surgery through the QualSight LASIK in California. |

The network of practitioners and facilities in the discount programs are managed by the external program administrators identified below, including any screening and credentialing of providers. Blue Shield does not review the services provided by discount program providers for medical necessity or efficacy. Nor does Blue Shield make any recommendations, representations, claims, or guarantees regarding the practitioners, their availability, fees, services, or products.

Some services offered through the discount program may already be included as part of the Blue Shield plan covered benefits. Members should access those covered services prior to using the discount program.

Members who are not satisfied with products or services received from the discount program may use Blue Shield’s grievance process described in the Grievance Process section of the Evidence of Coverage. Blue Shield reserves the right to terminate this program at any time without notice.

Discount programs administered by or arranged through the following independent companies:

- Alternative care discount program – American Specialty Health Systems, Inc. and American Specialty Health Networks
- Discount Vision Program – MESVision
- Weight control – Weight Watchers North America
- Fitness facilities – 24 Hour Fitness, ClubSport, and Renaissance ClubSport
- LASIK – Laser Eye Care of California, LLC, QualSight Inc., and TLCVision Corporation

Note: No genetic information, including family medical history, is gathered, shared, or used from these programs.

1 These discount program services are not a covered benefit of Blue Shield health plans, and none of the terms or conditions of Blue Shield health plans apply. Discount program services are available to all members with a Blue Shield medical, dental, vision, or life insurance plan.
2 24 Hour Fitness, ClubSport/Renaissance ClubSport, and alternative care discount program are not available in all states. Members should contact their local 24 Hour Fitness or ClubSport gym, or American Specialty Health Systems (ASH) provider to determine whether a Blue Shield discount applies. To find an ASH provider, call (877) 335-2746 or go to blueshieldca.com/findaprovider.
3 For Discount Vision Program providers in California, go to blueshieldca.com and search for “Routine Care – Discount Vision Program.”
4 TLC Centers are not available in all states. To find a TLC Center near you, call (877) TLC-2020.

* Life insurance plans are underwritten by Blue Shield of California Life & Health Insurance Company.
Living with a chronic condition presents challenges. Blue Shield’s health management programs can help you find ways to manage symptoms, avoid complications, and feel better. Whether you have COPD, diabetes, heart disease, or asthma, our programs – with practical tools and support – are designed to make a difference in the overall quality of your health care and your health.
Disease management

Personalized coaching and support

If you have a certain chronic condition, our disease management programs are designed to help improve your quality of life by showing you how to take an active role in managing your condition. You can receive interactive online support, educational materials, and access to a nurse any time you have questions. Members with higher levels of risk receive additional telephone outreach from a nurse, while others receive more direct interaction with care managers and management tools such as symptom monitoring kits. We care about you as a “whole person,” and that’s why we use a team of nurses, pharmacists, nutritionists/dieticians, and mental health professionals to help monitor your progress and your health.

Disease management programs provide support for:
• Heart failure
• Asthma
• Diabetes
• Coronary artery disease (CAD)
• Chronic obstructive pulmonary disease (COPD)

When enrolled in our disease management and case management programs, you also have access to the online Care Center 24/7. The Care Center gives you interactive online tools, displays uploaded biometric data from home monitoring, and stores your self-reported health history – enabling better self-management and communication with your nurse care manager.

You can apply to any program by calling (866) 954-4567.

Through personalized coaching and support, our disease management programs help you better understand and manage your chronic condition.
Transitions of Care

Facing surgery or an unplanned hospitalization can be daunting, and worrying about recovery may add to the apprehension. If you are preparing for particular types of surgery, you’ll automatically be offered the Transitions of Care Program. If you have been hospitalized due to an unforeseen event, you may receive an after discharge phone call from one of Blue Shield’s Transitions of Care Nurses.

Blue Shield’s Transitions of Care nurses will contact you to answer your questions and concerns, and help ensure your preparation and recovery from surgery or your illness is as smooth and comfortable as possible. After discharge, the nurse will check with you to continue providing information and support, and assess your post-discharge needs to help ensure they’re being met, including pain control, mobility issues, prescriptions, and follow-up care. In addition to helping you remain informed, calm, and comfortable, this program can help you avoid ER visits.

With the Transitions of Care Program, you’ll receive a CD or audiotape prior to a scheduled surgery to help with relaxation and healing. For more information, go to blueshieldca.com/csac, log in, and select Health & Wellness. Then, choose Transitions of Care Program. Or, call Blue Shield Member Services at (800) 642-6155.

Case management

Personalized patient care

Our case managers help ensure members have access to the right care at the right time. Case managers provide education, care coordination, and personal support to members when they need it most. Programs include:

**Transplant Program**
Members receive personalized information and assistance from a transplant care manager who monitors the member throughout inpatient and outpatient treatment.

**High-Risk Case Management Program**
Customized patient support helps members who have highly complex conditions with challenging emotional, social, and end-of-life issues; members with catastrophic illnesses and injuries; and newborns with major medical conditions. Since the implementation of our High-Risk Case Management Program, member satisfaction levels have consistently been in the 90th percentile.

**Neonatal Intensive Care Unit (NICU) Case Management Program**
Promotes appropriate medical management for newborns with complex medical conditions, extremely low birth weight, or requiring major surgery.

**Chronic Complex Case Management Program**
Case managers are there to support members with advanced chronic diseases such as cancer or renal disease.

**High-Risk Maternity Case Management Program**
Personalized coaching and management to help reduce the number of premature and complicated births, improve quality of care, and promote optimal birth outcomes.

* ESAS Quality of Life Survey, Alere Inc., 2009.
What do you do when you need answers to your health questions in the middle of the night? We know questions don’t always arise during business hours. That’s why we offer helpful resources around the clock, with access to professional advice and personal counseling whenever you need it, and a useful website that makes it easy to find answers on your own.
NurseHelp 24/7
Talk to a registered nurse anytime

Maybe you have stomach cramps and need some advice on the weekend. Or your child is running a temperature late at night. NurseHelp 24/7™ connects you to a registered nurse who can answer your health questions right away. NurseHelp 24/7 offers you around-the-clock support online or by phone from nurses who can give reliable information about minor illnesses and injuries, chronic conditions, medical tests, medications, and preventive care. This program offers a convenient alternative when it’s not an emergency.

Members can call NurseHelp 24/7 at (877) 304-0504, or chat online with a nurse by going to blueshieldca.com/csac and selecting NurseHelp 24/7. You will need to log in to access the online chat feature.

Online tools and resources at blueshieldca.com/csac
Only a point-and-click away

At blueshieldca.com/csac, you can find a wide range of wellness resources in one centralized location plus information on your health plan, including:

• **The Medical Benefits** section offers helpful overviews of the Blue Shield Access+ HMO® plan and EIAHealth HDHP, EPO, and PPO plans and information for participants enrolling in these plans for the first time.

• **The Pharmacy Benefits** section is packed with helpful resources, including information about drugs and generic alternatives, mail service prescriptions, and network pharmacy locations. EIAHealth EPO and PPO members can find information on their prescription drug benefits by clicking on the link to Medco or by going to www.medco.com.

• **Find a Provider** makes it easy to locate network physicians, hospitals, and other healthcare providers. Simply select the link that corresponds to your health plan.

• **Health Programs and Wellness Discounts** provides easy access to a range of programs and services, including NurseHelp 24/7™ and the Prenatal and Health Management Programs.

• **Wellness Resources** offers a wide variety of wellness information on how to eat well, get more exercise, relax, and stay healthy.

• **The FAQs (frequently asked questions)** section provides answers to questions, such as “How do I find a network provider?” and “How do I order a new Blue Shield member ID card?”

• **Contact Us** provides key phone numbers you may need to get the most from your health plan, such as Blue Shield Member Services, NurseHelp 24/7, disease management programs, and more.

If you would like detailed information on your benefits, simply click on Log in on the right side of the page for password-protected access to your personalized account information, including plan details, copayment amounts, claims, and more.
If you have any questions about these health and wellness programs, go to blueshieldca.com/csac, or you can call Blue Shield Member Services at (800) 642-6155.

We are ready to help you.