

# WONDERING WHERE TO GO FOR WELLNESS?

Your Personal Coach Has the Answers



**It can be hard to motivate yourself to get healthy and even harder to choose the wellness programs and activities that are right for you.**

## A PERSONAL WELLNESS COACH CAN GIVE YOU THE GUIDANCE YOU NEED BY:

- Connecting you to resources available through your health plan, your employer and your community
- Helping you to select the options that can have the greatest impact on your health
- Giving you the push you need to get started
- Empowering you to make healthy, sustainable lifestyle changes

## NO PHYSICIAN REFERRAL REQUIRED

**Although a referral is not required for you to participate in personal coaching, we encourage you to collaborate with your physician to learn how to get the most from your coaching sessions.**

To take advantage of free personal coaching sessions, call 1-888-BLUE-428  
Monday – Friday from 9 a.m. to 9 p.m. EST.

## GETTING STARTED WITH PERSONAL COACHING

**A personal wellness coach, registered dietitian or exercise physiologist is ready to:**

- Review your Wellness Profile and how it relates to your health risks
- Discuss your health screening results and what the numbers mean
- Help you set goals for improving your health through lifestyle changes
- Help you overcome the obstacles that interfere with making healthy choices every day
- Connect you to appropriate resources to support sustained wellness challenges
- Provide expert information on how to better manage weight, quit tobacco and increase physical activity
- Provide nutrition coaching to help you improve your diet to better control weight management, heart health, diabetes and other health issues
- Keep you motivated to eat healthy and stay active — like a personal trainer who is only a phone call away!

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The Plan complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: Si usted habla español, servicios de asistencia lingüística, de forma gratuita, están disponibles para usted. Llame al número en la parte posterior de su tarjeta de identificación (TTY: 711).

请注意：如果您说中文，可向您提供免费语言协助服务。  
请拨打您的身份证背面的号码（TTY：711）。



# MAKE THE CALL

YOUR HEALTH COACH HAS THE ANSWERS

You just got a bee sting. What should you do? You are going to see your doctor. What questions should you ask? You have back pain. Where can you get help deciding about treatment?

## HOW A HEALTH COACH CAN HELP YOU

A health coach provides information and support — at no cost to you. Health coaches are specially trained to answer your questions and support you in making informed health decisions. Even if you're healthy, you can call a health coach to help you set goals that will keep you well.

Call a coach if:

- You have diabetes and need information to change your diet.
- Your cholesterol is a little high, but you don't understand what the numbers mean.
- Your soccer player may have sprained his ankle. Should he go to the emergency room?
- Your bone density test shows that you have osteopenia. How can you prevent it from turning into osteoporosis?
- Your family has a history of heart disease. What can you do to protect yourself?
- You have trouble managing your weight. How can you stay on track?

## A HEALTH COACH MAY CALL YOU

If you have a health condition, a health coach may call to offer you programs to meet your needs. We encourage you to discuss these opportunities with the coach.

## COACHING IS FREE, CONFIDENTIAL AND VOLUNTARY

There is no charge to talk with a coach. All information shared during your phone conversations with a health coach will remain confidential. There is no obligation to participate in the programs offered. If you do not want to participate in coaching conversations, simply tell the health coach. The coach will make no further attempt to contact you.



## MAKE THE CALL

Get the answers you need.  
Call a Blues On Call<sup>SM</sup> health coach  
at 1-888-BLUE-428  
(1-888-258-3428) for assistance.

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# QUIT TOBACCO FOR GOOD

## YOUR HEALTH COACH CAN HELP

You've made the decision to quit. Now comes the hard part. Quitting requires determination, behavior change and support. The benefits of quitting are immediate and long-term. You can reverse some of the damage tobacco causes to your body. You can reduce your risk for tobacco-related illnesses and add years to your life. Plus, you can save money — by avoiding tobacco itself and on the cost of tobacco-related illnesses.

### QUIT AT YOUR OWN PACE

Your health coach can guide you through the hurdles of quitting with convenient programs that give you the information, strategies and support you need to quit at your own pace.

Programs include:

- Unlimited toll-free telephone access to a coach trained to help people quit tobacco
- Personalized attention to meet your individual needs
- Ongoing support from your coach to keep you on track, so you can kick the habit once and for all

### COPE WITH WITHDRAWAL

The discomforts of nicotine withdrawal are temporary but difficult. Every day that you remain tobacco-free is a victory. Reward yourself in some small way for another smoke-free day.

### FEND OFF CRAVINGS

When cravings hit, call your coach for support. Talk through your craving, identify your tobacco triggers, get tips for making behavioral changes and get the encouragement you need to stick with your decision to quit.

### CURB WEIGHT GAIN

If you are tempted to replace tobacco with food, take your mind off eating by doing something else you enjoy. Call your coach for tips.

### MANAGE STRESS

Part of quitting tobacco is finding ways to handle stress. Practice relaxation techniques, like yoga, deep breathing or meditation.



### KICK THE HABIT FOR THE LAST TIME

Kick the habit for the last time. Talk to your doctor. Or contact a Blues On Call<sup>SM</sup> health coach at 1-888-BLUE-428 (1-888-258-3428) for tips to quit.

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# THE CARE COST ESTIMATOR

**BEST COST  
AND QUALITY**

## TAKE CHARGE OF YOUR HEALTH CARE

Help control your health care expenses by estimating the costs for the care you need at different providers. The online Care Cost Estimator lets you understand your options and shop for the best value, just like comparison shopping for other important purchases.




### Did you know....

Common health care services, like X-rays and lab tests, can cost from 30 to 50 percent more depending upon where you go. We help you search almost all of these services to find the best price.

## HOW THE CARE COST ESTIMATOR WORKS

The Care Cost Estimator makes it easy to compare cost estimates for more than 1,600 procedures performed by different doctors and hospitals to find the best value. You can easily search for a procedure, and filter your search results by location, by family member and quality measures.

Works with all mobile platforms for searching on the go; ideal for talking about your options at the doctor's office.

<b>Blood Glucose</b> <b>Community Hospital</b> Distance: 1 mile  <b>Joe Orange, MD</b> <b>YOUR COST ESTIMATE</b> <b>\$41 - \$46</b>	<b>Blood Glucose</b> <b>City Hospital</b> Distance: 2 miles  <b>John Brown, MD</b> <b>YOUR COST ESTIMATE</b> <b>\$18 - \$32</b>	<b>Blood Glucose</b> <b>Independent Lab</b> Distance: 3 miles  <b>Mary Red, MD</b> <b>YOUR COST ESTIMATE</b> <b>\$4 - \$10</b>
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You'll get a list of results that fit your search criteria. Compare your options to see estimates of what you'd pay for the procedure or service at different providers or facilities. Your range of costs represents the average high and low costs for that service in your area. The estimate includes related services likely to be associated with your procedure, such as anesthesia, recovery room, doctors' fees, medications and supplies.

*Continued on the back*

## FIND A SERVICE

Blood Glu
Blood Glucose Level Test, Home Use
Blood Glucose Level Test, After Glucose Dose
Glucose (Blood Sugar) Tolerance Test
ACTH Stimulation Blood Test
Activated Protein C Resistance Blood Test

To get started, type a keyword in the search box. Select from the drop down menu to pick the exact procedure. Review the results to compare cost estimates.

## GET AN EXPLANATION OF YOUR COSTS

Click on any of the results for a detailed explanation of how your cost estimate was calculated. Starting with the total procedure cost, the Care Cost Estimator figures in the amounts you're currently responsible for, such as remaining deductible, copays and coinsurance, and benefit maximums your plan may set for particular procedures.

## SHOP FOR COSTS ON:

**Inpatient procedures**, such as C-section delivery and total knee replacement

**Diagnostic procedures**, such as MRIs and CAT scans

**Lab tests**, such as blood glucose and lipid panel

**Outpatient procedures**, such as physical therapy and chiropractic treatments



## TRY THE CARE COST ESTIMATOR NOW!

Log in to your member website, and on the homepage click the **Care Cost Estimator** link. It's that simple!

