



HealthConnect Blue

A plan for healthy living. That's what HealthConnect Blue from **Arkansas Blue Cross and Blue Shield** is all about. We provide many resources to help you set and reach your personal health goals, all accessed through *My Blueprint*, our online member self-service center.

A wealth of **online resources** are at your fingertips, including:

- **A Health Risk Assessment (HRA)** — When you complete our online HRA on the web portal, a printable personalized plan is displayed, based on your answers. This is the first step toward setting goals and getting the support you need to reach them.
- **A health information library** including videos, interactive games and quizzes, tutorials and downloadable MP3 files
- **Self-paced healthy living programs** for topics such as getting in shape, becoming smoke free, losing weight, eating healthier, relieving stress, fighting cancer and diabetes, and overall healthier lifestyles for all ages
- **Self-management tracking tools** — tools for tracking progress toward achieving your personal goals (weight loss, exercise, etc.)
- **Personal Health Record (PHR)** — a confidential, web-based, electronic medical record that provides you and authorized health care providers a secure online record of all the health services you receive. Information in the PHR is generated from medical claims and from information that you provide.

Nurse24sm — registered nurses available 24/7 by phone or email when you need support and information about managing a chronic condition, a planned medical test or procedure, or even how to make the most of your next doctor visit.

Health Education Programs — information sent by mail — to adults and children on asthma, diabetes and weight management; and for adults with sinusitis, bronchitis, pneumonia, low back pain, hypertension and high cholesterol.

The **Special Delivery** program for expectant mothers provides information on having a healthy pregnancy and baby.

Case Management is provided by registered nurses who are available to work with you, your family and your doctors and nurses, to assess, plan, facilitate and advocate for options and services to meet your health care needs.

Ready to get started?

Give us a call at **1-800-686-2609** or visit our website at arkansasbluecross.com and log in to *My Blueprint*. Select "Health Resources," then "GO," to access HealthConnect Blue health education and support. That's where you'll find the HRA. Take a few minutes to complete it. Then check out all of the resources available to you.



Not registered for *My Blueprint*? No problem.

Registration is easy! Here's how...

- 1.** Go to our website at arkansasbluecross.com. In the "Log In" box at the top of the screen, use the drop-down box to select "Member." Then select the "Register" link and follow the instructions.
- 2.** You'll need your member ID number, name and date of birth as they appear on your health plan ID card.
- 3.** You will create your own log-in ID and password to this secure, personalized site, which allows you immediate access to the HRA and health tools and all the great features of *My Blueprint*.

My Blueprint gives you access to your health plan information 24/7. Through *My Blueprint*, you can view your PHR, order replacement ID cards, check the status of claims and claims history, check your deductible, find a doctor or hospital in your network, estimate your treatment costs and much more!

Get informed. Get support. Be transformed.

Start today with health education and support!



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arkansasbluecross.com

HOW TO USE MY BLUEPRINT

My Blueprint is an online, self-service center for the health plan members of Arkansas Blue Cross and Blue Shield. It gives you access to your health plan information 24 hours a day, 7 days a week.

MY BLUEPRINT FUNCTIONS

- Order replacement ID card
- Check status of claims and claims history
- Check deductible
- Access health information
- Find a doctor or hospital
- Estimate your treatment costs
- Review a recent doctor visit

HOW TO LOCATE MY BLUEPRINT

Go to our website at arkansasbluecross.com

In the "Log In" box at the top of the screen, use the drop-down box to select "Member" and register for this free service.

Arkansas BlueCross BlueShield My Blueprint

Welcome, Jane
Update Account | Contact Us | Sign Out
Member ID: 0000000000 | Plan: A1A COMPANY ACTIVE

home
claims center
pharmacy center
dental center
benefits & coverage
deductible & out-of-pocket
find a doctor
find a hospital
health resources
personal health record
my spending account
estimate your treatment costs

Customer Service CORNER
Do you need to:
Order/Print ID Card
Contact Customer Service

welcome to My Blueprint

Thank you for using your personalized health insurance self-service center. On *My Blueprint*, you'll find a summary of your benefits and coverage information, health & wellness resources, and much more.

view recent claims
Review recent claims and all claims from past two years.

access customer service corner
Sign up for e-mail claim notification; print/order an ID card; and more.

view personal health statements
Take a look at your comprehensive health care benefit statements.

access your personal health record
Update and view your medical history.

HOME | LOOKING FOR INSURANCE | MEMBERS | DOCTORS AND HOSPITALS | EMPLOYERS | ABOUT | CONTACT US | SEARCH

Arkansas BlueCross BlueShield

LOG IN
logging in as:
Member
username:
password:
Log In Register
forgot password?
forgot username?

LIFE CHANGES? WE'LL COVER YOU.

PAY YOUR BILL YOUR WAY

FAMILY & INDIVIDUAL OPEN ENROLLMENT INFORMATION

view our INDIVIDUAL & FAMILY PLANS
view our MEDICARE PLANS
view our DENTAL PLANS
view our EMPLOYER PLANS

DO I QUALIFY for FINANCIAL ASSISTANCE? FIND OUT HERE
QUESTIONS? get ANSWERS SCHEDULE A STORE VISIT

FIND A DOCTOR or hospital
ENCONTRAR UN MEDICO o un hospital
NOW HIRING help wanted
CONTACT US call or email

Arkansas Blue Cross
Member Forms
Member Discounts
Report Fraud & Abuse
Site Map

PLANS & SERVICES
Buy Health Insurance
Buy Dental Insurance
Buy Medicare Insurance
Federal Employees Program

ABOUT US
Career Opportunities
Contact Us
Newsroom
Health Care Law Updates

TOOLS
Find a Doctor
Find a Hospital
Find a Pharmacy

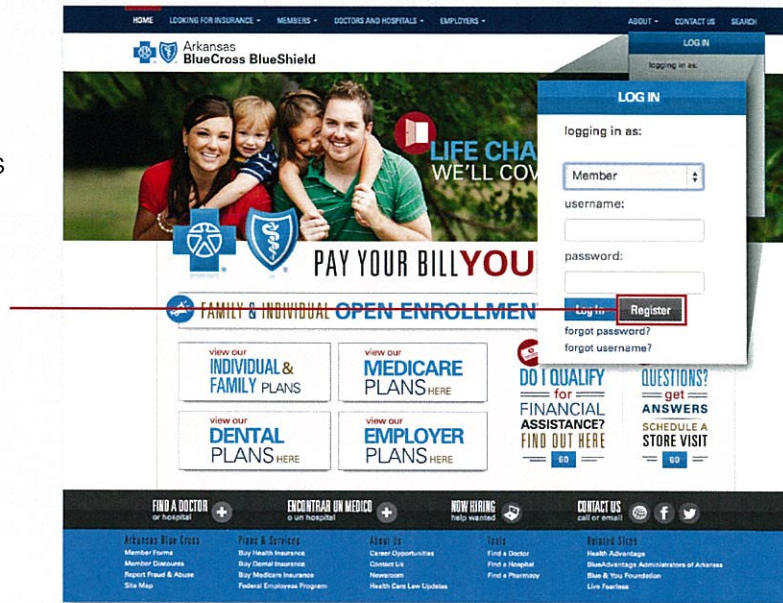
RELEVANT SITES
Health Advantage
BlueAdvantage Administrators of Arkansas
Blue & You Foundation
Live Fearless

HOW TO REGISTER

You, your covered spouse and covered dependents can register for *My Blueprint*.

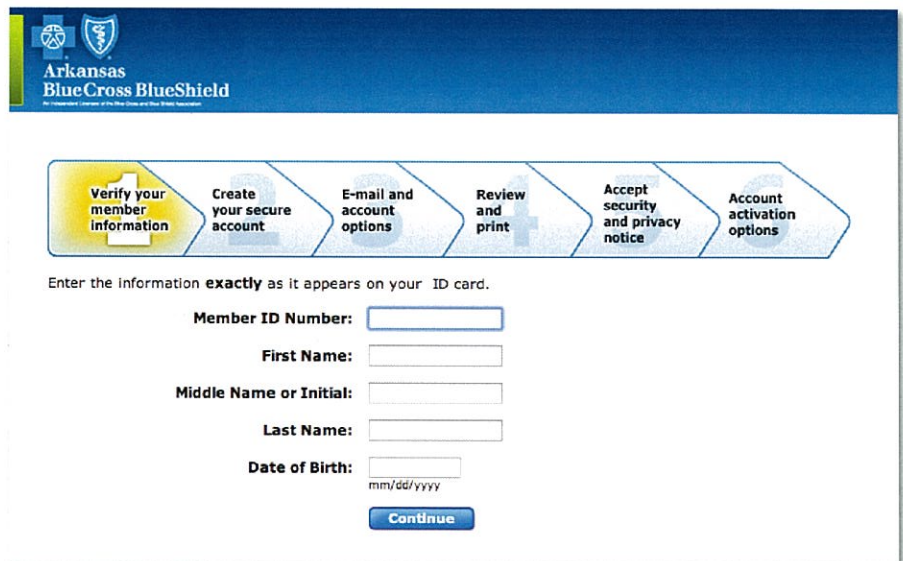
To register, select the "Register" link in the log-in box and follow the instructions. You will need the following information as it appears on your health plan ID card:

- Member ID number
- Name
- Date of birth



You will create your own **log-in ID** and **password** which will allow you immediate access to the health tools.

To access your **personal health information** (Personal Health Record, claims or pharmacy data or other personal information), you must have your **activation code**. Your activation code will be mailed to your home address within five days after you have registered.



Members can get *immediate* access to *My Blueprint* by entering a claim number from the past six months or physician's last name and date of an office visit from the past six months or by calling Customer Service.

WELCOME TO MY BLUEPRINT!

DISCOVER HEALTHIER LIVING

Do you need a plan?

Take advantage of Arkansas Blue Cross and Blue Shield's no-cost health education and disease management programs and discover a healthier lifestyle.

Topics include:

- High blood pressure
- High cholesterol
- Diabetes
- Chronic obstructive pulmonary disease (COPD)
- Asthma
- Weight management
- Congestive heart failure (CHF)
- Cardiovascular disease



GET STARTED TODAY!

- No-cost health programs
- No classes to attend
- Individualized support
- Live better!



CARDIOVASCULAR HEALTH

A healthy blood pressure, cholesterol level and a healthy heart go together. Find ways to stay healthy and avoid more serious heart disease complications.



WEIGHT MANAGEMENT

Adding a few pounds is one thing, but keeping them forever is no fun. Get support and ideas on achieving a healthy weight, from eating to exercise.



CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD)

COPD is a serious lung disease that causes breathing to get worse over time. Managing COPD can be a challenge, but it's not one you have to face alone.



DIABETES MANAGEMENT

Everyday care of diabetes is complex. Up-to-date materials, expert support and simple fact sheets give you a solid understanding of how to care for yourself.



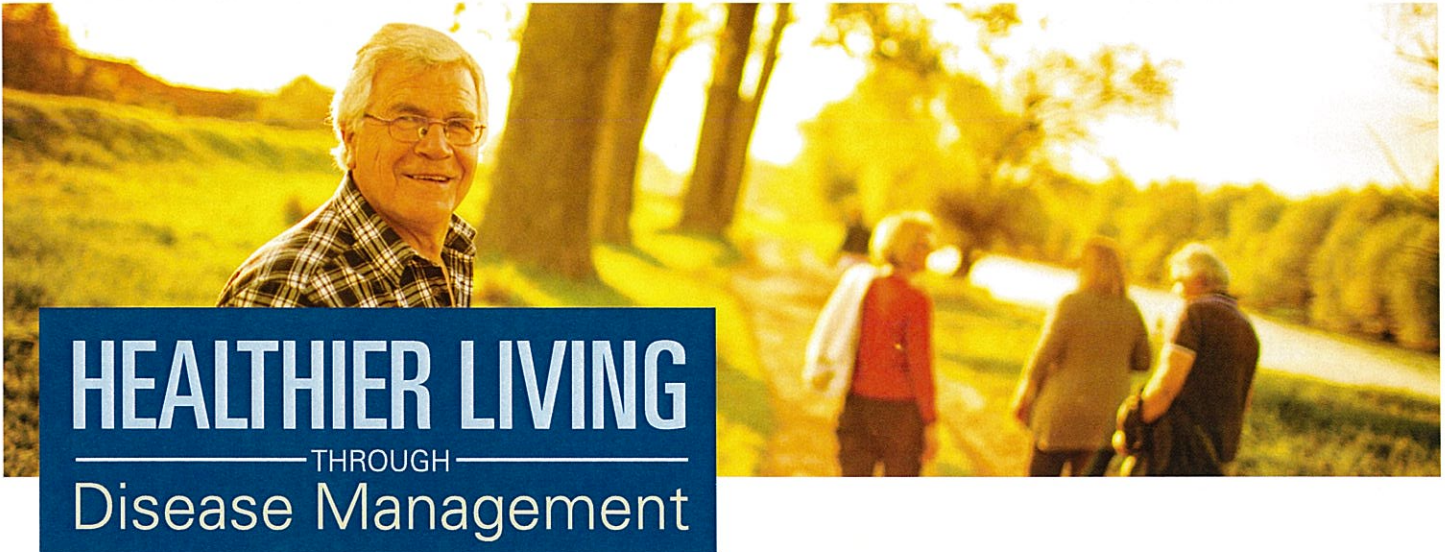
CONGESTIVE HEART FAILURE (CHF)

CHF is a common complication of heart disease. The CHF program will help you find ways to maintain your health and keep your heart as healthy as possible.



ASTHMA

Asthma is a chronic disease that can be serious — even life threatening. The good news is that it can be managed so you can live a normal, healthy life.



WHAT IS DISEASE MANAGEMENT?

The Arkansas Blue Cross and Blue Shield disease management program helps employees and their dependents manage their health with evidence-based healthcare guidelines and national standards of care.

Make the most of our *no-cost* disease management program so that you and your family can live a healthier lifestyle.

WHY ENROLL?

Discover new, achievable ways to improve your health.

- Health education
- Help managing a condition
- Support for a chronic condition
- Information regarding local healthcare resources
- Tools to live a healthier life

When you enroll, a registered nurse will help you set goals and manage your condition, whether it's diabetes, heart disease, asthma, congestive heart failure, or chronic obstructive pulmonary disease.

HOW DO I ENROLL?

Enrollment is easy. Call and talk to one of our registered nurses at 1-800-817-7891.



Please note: Health Education Programs are for health education purposes only. We do not offer medical advice or medical services. Always consult your treating physician(s) for any medical advice or services you may need. You, as a member, are responsible for selecting providers, services or products. Please check your member benefits for coverage of services. All information provided by you is kept strictly confidential and is only used to provide us with information necessary for participation in the Health Education Programs.



Nurse24sm

When it comes to health information, you need a source you can trust.

The toll-free Nurse24sm nurse line, brought to you as a free service as part of your health plan, gives you access to a registered nurse 24 hours a day, 7 days a week, 365 days a year. An experienced nursing staff is ready to help you make informed health care choices. Best of all, this confidential program is available by calling toll-free, **1-800-318-2384**.

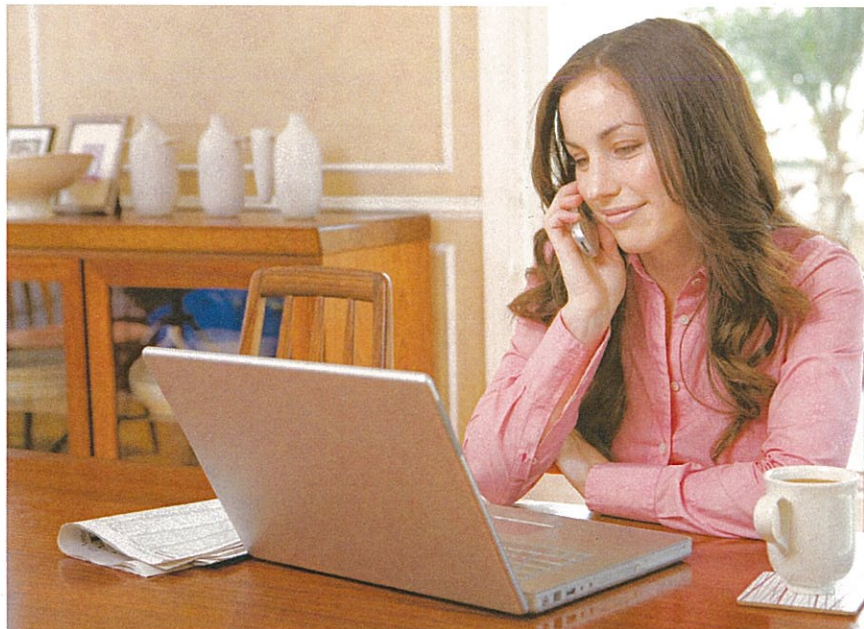
Registered nurses are available to offer you reliable and timely information to help you achieve a better level of health. Registered nurses can provide you with information on:

- Home treatment of minor illness and injury
- When to call a health professional and how to effectively communicate with your doctor
- How to prepare for doctor visits
- How to make wise decisions about tests, medications and procedures
- How to make lifestyle choices to improve your health
- Understanding your prescription medications and how to make them work for you

There is no cost for calling this toll-free nurse line.

Bilingual nurses are available 24 hours a day, 7 days a week, and 365 days a year.

Call us anytime.
We are waiting
to hear from you!



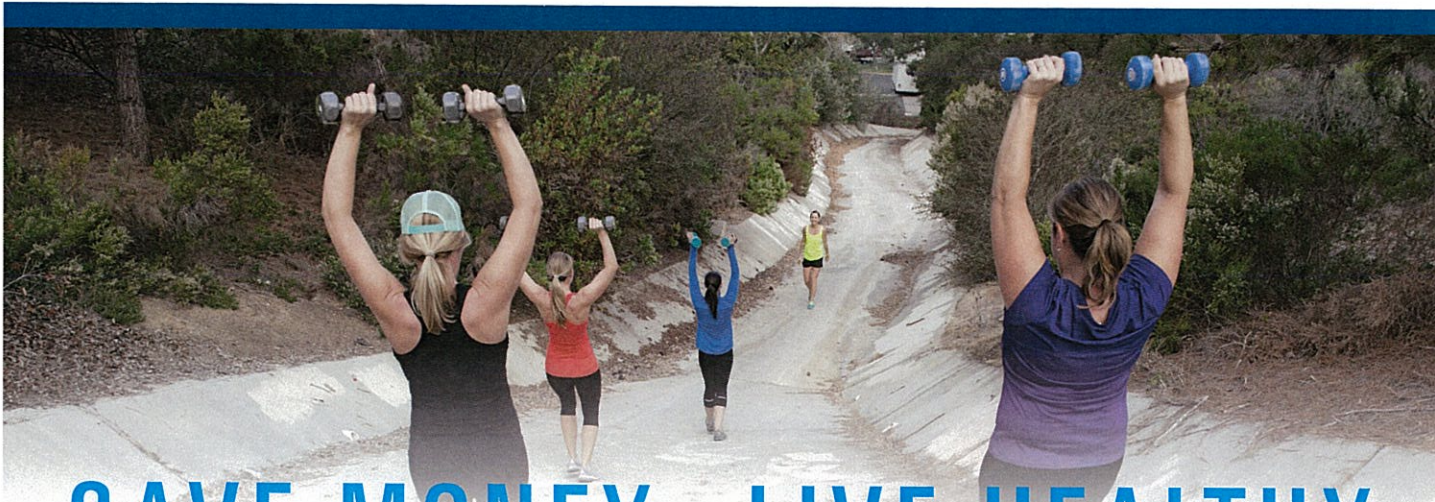
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Because health is a big dealSM



SAVE MONEY. LIVE HEALTHY.

Blue365[®] is your gateway to dozens of deals and discounts that save you money and keep you healthy. Find savings on national and local brand names for programs and items, including:

- Gym membership
- Nutrition / weight management
- Yoga
- Athletic wear
- LASIK
- Much more

Access to Blue365 is exclusive to Blue plan members including Arkansas Blue Cross and Blue Shield, BlueAdvantage Administrators of Arkansas, and Health Advantage. Take advantage of these great health and wellness deals and be on the lookout for new deals.

DEAL OF THE WEEK

A healthier lifestyle just got easier. Check out the featured Deal of the Week or browse each category to find the right deal for *you*.

— www.Blue365Deals.com —

Register for Blue365

Staying healthy shouldn't hurt your budget. Take two minutes to register for Blue365 and once you're inside, browse "Featured Deals" and other deals and discounts.

- 1) Go to www.Blue365Deals.com
- 2) Register for Blue365
(Have your member ID card handy. You'll be asked for the first 3 letters of your member ID.)
- 3) Check your email for an activation code — activate your account
- 4) Discover healthy deals and discounts from top brand names

With Blue365, great deals are at your fingertips — 20% off at Reebok.com, \$25/month gym membership and great local deals for exercise, swimming, nutrition and more!



About Healthways Prime Fitness Membership

Do you want the freedom to choose where you exercise each day? Tired of using the hotel gym when you travel? Sign up for a Healthways Prime Fitness membership and open doors to more than 8,000 participating fitness centers nationwide. Healthways Prime Fitness and Blue365 help make a healthier lifestyle more convenient, accessible and affordable.

For \$25 a month, you'll get the Healthways Prime card, which gives you access to any participating Healthways fitness center nationwide.

Participating fitness centers:

- Select YMCAs
- Anytime Fitness
- LA Fitness
- Planet Fitness
- Snap Fitness
- Nonprofit community centers
- Local independently owned fitness centers

WHAT DO YOU WANT?

Blue365 wants to hear from you. Submit an idea for a deal that you would like to see featured and Blue365 will try to make it happen.

Health & Wellness*

Get deals on anything from vitamins to running shoes. Blue365 can get you discounts on LASIK eye surgery, hearing aids, holistic nutrition, metabolic research, martial arts classes and more. Here are some national brands offering discounts:

- **Jenny Craig®:** Enjoy 30% off the initial Jenny Craig All Access Membership Fee.
- **Nutrisystem®:** Get discounts on delicious, healthy food delivered to your doorstep.
- **Walkadoo:** Discounts on Walkadoo pedometer and innovative walking program.
- **Davis Vision:** Get 10-40% discounts on eye exams, lenses, frames and contacts.
- **Beltone™:** Get a 25% discount on eligible products and services.
- **TruHearing:** Enjoy savings on the newest hearing aid models at TruHearing.
- **Reebok:** Get 20% off purchases on Reebok.com (plus, free shipping!).
- **Sprint:** Sign up for a 10% discount on eligible Sprint plans.
- **Experian:** Get 25% off of credit monitoring.
- **Fairmont:** Book a stay at Fairmont hotels and save 10%, plus a \$50 food and beverage credit.

*All deals and discounts shown above are subject to change and are listed as advertised on February 27, 2015. Deals and discounts may be different over time.

Browse Blue365 to see other national and local deals and discounts.
Join Blue365 and start saving!



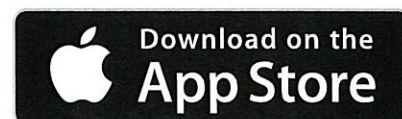
Visit www.Blue365Deals.com today.

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Connect to your health plan FROM ANYWHERE

The *free* Arkansas Blue Cross and Blue Shield mobile app lets you:

- Pay your bill
- Look up in-network doctors, hospitals and dentists
- Find locations and stores for face-to-face help
- View recent claims securely at your fingertips
- Review coverage information and dependents
- See a digital member ID card
- Contact your health plan





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WEB-SITE INFORMATION

Arkansas Blue Cross and Blue Shield now has an Internet web-site with the following information available to you:

- ✓ Helpful Information
- ✓ Online Provider Directory
- ✓ Customer Service
- ✓ Prescription Drug Information

If you need to access an Arkansas Blue Cross and Blue Shield participating provider, our Internet address is www.arkbluecross.com. If you need to access a Blue Cross and Blue Shield participating provider in *any other state*, our Internet address is www.bluecares.com.

Please visit our web-sites, or feel free to contact Arkansas Blue Cross and Blue Shield Customer Service at 1-800-421-1112 or (501) 378-2010, or call 1-800-810-2583 to verify if an out-of-state provider is participating.

Thank you

