

Help empower your employees to make better-informed health decisions.

Our care services and online resources are designed to more actively engage your employees in their health care decisions. These programs not only help your employees make better choices in areas as diverse as preventive care and maintenance of chronic conditions, but also benefit your business. With greater control over their health care decisions—through these valuable health assistance programs and online resources—your employees will be better prepared to take the necessary steps to regain their health quickly.

Health Dialog®

At times, your employees may need help in making health-related decisions. Through our partnership with Health Dialog⁺, you and your employees are provided with Health Coaching, information, and a number of other health-related programs. This will help you and your employees understand your choices and get the information individuals often need when weighing important health-related decisions. For your convenience, all information and services are available either online or by phone.



Health Coaches and Targeted

Outreach—Health Coaching is by far the most personal aspect of our support programs and it's available 24 hours a day, 7 days a week. Health Dialog Health Coaches can provide your employees with relevant on-the-spot information and offer health-related videos and written materials, if appropriate, for more in-depth investigation. These Health Coaches are licensed, experienced health care professionals, including registered nurses, dietitians, and respiratory therapists.

The Dialog Center™—This website, operated by Health Dialog, is filled with medical information and support—giving employees access to comprehensive health education and services. Including:

- 27,000 pages of up-to-date, easy-to-understand, in-depth information on more than 1,900 clinical topics including medical tests and medications.
- Information organized around health care decision points, rather than an encyclopedia format. Each decision point represents a “crossroad” regarding health care options and choices.

MyBlueServiceSM

MyBlueService gives employees 24-hour online access to a number of our services and health-related information tools. Employees can:

- Review benefits and check claims status.
- Update address and other insurance information.
- Download and print forms, view frequently asked questions and access the provider directory.
- Submit dependent eligibility verification, request ID cards and print out temporary proof of insurance.

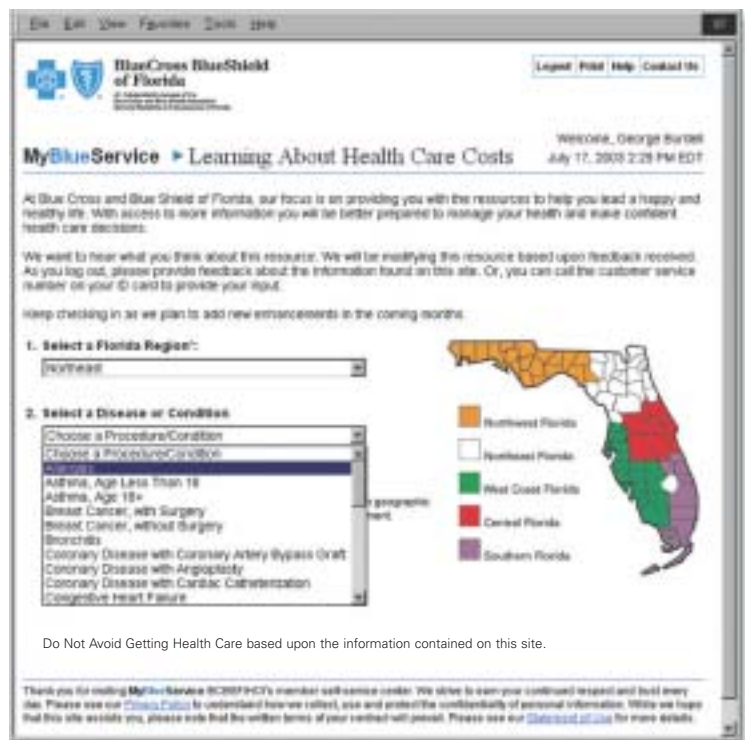
Access to extensive pharmacy information. Through MyBlueService employees can easily access:

- A list of participating pharmacies.
- Preferred medication listings.
- Select prescription drug cost ranges.
- Frequently asked questions about generic medications.

Online help in preparing for any health care appointment. By printing out the detailed MyBlueService online checklists, your employees will be better informed for all of their health care visits, including:

- Getting a prescription filled.
- Preparing for an office visit.
- Preparing for an inpatient hospital visit.
- Preparing for a physical therapy session.
- Visiting a specialist.

Education on costs for specific conditions. By logging on at MyBlueService and selecting a particular disease or condition, employees can view a range of in-network and out-of-network costs for common treatments. A powerful tool that demonstrates the benefits of using in-network providers.



Healthy AdditionSM—The Healthy Addition Prenatal Education Program through Blue Cross and Blue Shield of Florida is designed to encourage preventive care for expectant mothers. It is a voluntary education and early intervention program that includes:

- Telephonic screening to identify high-risk pregnancies.
- High-risk monitoring.
- Customized education based on risk.
- Referrals to our case management department and follow-up after delivery.

Facility Care Coordinator—The goal of the Facility Care Coordination Program is to anticipate the needs of our members while keeping medical costs down. The design is proactive and patient-centered. The program exists to provide early identification of employees in acute care facilities who show a high-risk potential for extended stays, the need for alternative levels of care following admission, complex needs after they leave the facility, or case management interventions for chronic or complex care.

Personal Case Management—The Personal Case Management Program focuses on employees who live with a debilitating or chronic condition. The services provided help your employees get the most out of their health insurance benefits. The primary goal of this voluntary program is to help meet the complex needs of employees with

serious health problems through early identification and collaboration with the employee, family and/or the physician to address the employee's health issues.

Voluntary Pre-Service Coverage

Review Program—This voluntary program allows members and/or their physicians to request a review of services before they are provided to determine whether the services are covered by the health plan. This helps members avoid unnecessary out-of-pocket costs.

Hospital AdvisorTM by SubimoTM—

A web-based tool that helps employees choose a hospital based on their preference and objective information such as volume and success rates. In addition, employees can check a hospital's network participation status. Most importantly, your employees can view a hospital's clinical and quality experience for the specific procedure they're researching. They'll be armed with key information to find the hospital best equipped to meet their needs.

For more details on how you can provide these valuable programs to your employees, call your agent or your Blue Cross and Blue Shield of Florida Representative today.

†As an added value to our members, Blue Cross and Blue Shield of Florida has entered into arrangements with Health Dialog® and Subimo™, respectively, whereby Health Dialog has agreed to provide BCBSF members with care support services and information and Subimo has agreed to provide BCBSF members with access to its Hospital Advisor™ application. BCBSF does not credential or maintain these programs and, therefore, cannot guarantee or be held responsible for the quality of the service or information provided.