



# BlueComplements

Discounts and More  
For Plan Members.



**BlueCross BlueShield  
of Florida**

An Independent Licensee of the  
Blue Cross and Blue Shield Association



## What is BlueComplements?

As part of our ongoing commitment to expanded choices and greater value for health plan members, Blue Cross and Blue Shield of Florida, Inc. (BCBSF) offers a program of discounted products and value-added services called BlueComplements<sup>SM</sup>. The BlueComplements program is a special way of thanking you for trusting us to provide your health insurance coverage...and our way of showing you just how much we value your Blue Cross and Blue Shield of Florida membership. It's also another way we help you save money. Some of the services currently being offered include discounts on vision care, laser vision correction, weight management programs, family health and wellness facilities, hearing exams and hearing aids, fitness center membership fees, **and** a contact lens **mail order** service and several forms of **complementary** health care such as acupuncture **and** massage therapy.

BlueComplements is available to all Blue Cross and Blue Shield of Florida and Health Options<sup>®</sup> members through special contracts with each of the individual suppliers. Members pay no additional premiums for this program. To access the discounted services, all you need is your Blue Cross and Blue Shield of Florida or Health Options member ID card. For more information about these services, call the individual program's toll-free number or visit the website listed in this brochure.

It is important to note that your health plan may already cover some services for which a discount is available through BlueComplements. Consequently, you should exhaust your covered benefits first before taking advantage of BlueComplements. If you have questions about the benefits included in your health plan, please call the Blue Cross and Blue Shield of Florida or Health Options toll-free customer service number listed on your member ID card.



## Alternative Medicine Program

Looking for additional opportunities to maintain your healthy lifestyle? Take advantage of our Healthy Alternatives<sup>SM</sup> program \*, a complementary health care discount program provided by American Specialty Health Networks (ASH Networks). With Healthy Alternatives you can receive discounts of up to 25% off services provided by chiropractors, massage therapists and acupuncturists. Also available are savings of up to 45%, plus free standard shipping on thousands of health and wellness products, such as vitamins, herbal supplements, sports nutrition remedies, fitness products, yoga, pilates, health-related books, tapes and videos and more when visiting "My Store" at Healthyroads<sup>TM</sup>. Additional healthy education programs related to dieting and nutrition, smoking cessation and stress management are also available.

Since this is not a benefit of your health plan, you should exhaust any plan benefits before using the discount program.

To order products or request a free catalog call ASH Networks toll-free at **1-877-335-2746**. You may also contact ASH Networks online through [www.bcbsfl.com](http://www.bcbsfl.com), log into **MyBlueService** and click on **Member Resources**.



## Vision Care Discount Program

Receive comprehensive vision care with significant savings on both eye exams and eyewear through a program offered by EyeMed Vision Care<sup>®\*</sup>. Members pay \$40 for an eyeglass exam and receive discounts of up to 40% off retail prices for frames and lenses.

Show your Blue Cross and Blue Shield of Florida or Health Options member card to receive discounts for services at participating optical departments at participating providers including optometrist, ophthalmologist, opticians or optical retailers, such as LensCrafters<sup>®</sup>, Target Optical<sup>®</sup>, Sears Optical<sup>®</sup>, JCPenney Optical<sup>®</sup> and most Pearle Vision<sup>®</sup> locations. Since this is a health-related discount program and not a benefit of your health care plan, there are no claims to file.

To locate participating providers, please call the EyeMed Vision Care toll-free number for members of Blue Cross and Blue Shield of Florida and Health Options at **1-800-793-8622**. Or visit EyeMed Vision Care online through [www.bcbsfl.com](http://www.bcbsfl.com), log into **MyBlueService** and click on **Member Resources**.



## Laser Vision Correction (LASIK) Program

Affordable laser vision correction services are offered through TruVision™\*, with surgeons across the country credentialed in refractive surgery.

LASIK is the most advanced procedure used to correct vision problems. By changing the shape of your cornea with a cool beam of light, your vision is the best it can be without glasses. Services include a comprehensive eye exam, surgery, post-operative care, and a retreatment warranty from TruVision.

The discounted fees for Blue Cross and Blue Shield of Florida and Health Options members is \$895 per eye for traditional LASIK. Custom LASIK surgery is also available for \$1,295 per eye. TruVision also offers 12 month, no interest financing upon approved credit. Since this is a health-related discount program through TruVision, it is not a benefit of your health care plan.

For more information, call toll-free **1-877-747-2020** to schedule a pre-operative exam or to receive a free telephone screening to determine if you are a good candidate for LASIK. Or visit TruVision online through [www.bcbsfl.com](http://www.bcbsfl.com), log into **MyBlueService** and click on **Member Resources**.



## Contact Lens Mail Order Service Program

Receive some of the largest discounts available on contact lenses through this program offered by TruVision\*. Prices on average are 15% lower than other national contact lens mail-order programs.

Ordering is simple via the company's website or through a toll-free phone number. Your order is forwarded to the manufacturer of your contact lens who ships directly to your home in five to seven days. Lenses are 100% guaranteed by TruVision and shipping is always free.

Blue Cross and Blue Shield of Florida and Health Options members pay no additional premiums for this program. Since this is a health-related discount program through TruVision, it is not a benefit of your health care plan. For more information or to place an order call toll-free **1-877-747-2020**. Or visit TruVision online through [www.bcbsfl.com](http://www.bcbsfl.com), log into **MyBlueService** and click on **Member Resources**.



## Hearing Care and Hearing Aids

Learn more about hearing loss and options for improved hearing through HEARx\* and HearUSA Hearing Care Network. This experienced network offers quality, service and value. The Joint Commission on Accreditation of Healthcare Organizations accredits HEARx locations. The accreditation means members who need hearing help can be sure to receive personal care and attention by qualified staff.

Through this program, Blue Cross and Blue Shield of Florida and Health Options members receive free hearing screenings at any HEARx or HearUSA network location. If a hearing aid is needed, members will receive a 25% discount on the purchase. Also included is a package of hearing aid batteries, a one-year warranty, up to a 60-day trial period, free annual check-ups, family counseling and education, and a free loaner hearing aid (when appropriate).

A variety of other screenings are also offered at no charge to members. These include tolerance testing, speech discrimination, and risk consultation.

Find out what you may be missing. Since this is a discount program through HEARx, it is not a benefit of your health care plan. Call HEARx toll-free at **1-800-333-3389** or visit HEARx online through [www.bcbsfl.com](http://www.bcbsfl.com), log into **MyBlueService** and click on **Member Resources**.



## Fitness Club Membership Discounts

Wanting to shape up and get trim? Our arrangement with GlobalFit™ \* has just made it easy. Members who join the the GlobalFit program can receive discounts of 20-60% at more than 1,500 participating fitness clubs in GlobalFit's nationwide network. GlobalFit membership also offers Blue Cross and Blue Shield of Florida or Health Options members the ability to freeze their membership for up to six months per year. Plus, all contracts are month-to-month, so they are easy to cancel or transfer from one club to another. A one-time enrollment applies.

To find out more about GlobalFit, simply call their toll-free Health Club Help Line at **1-800-294-1500**, and a friendly Fitness Representative will help you locate or nominate a fitness center in your area. They will also assist you by answering questions about locations, hours and amenities. Be sure to check for added centers, as their fitness network continues to grow, or visit GlobalFit online through [www.bcbsfl.com](http://www.bcbsfl.com), log into **MyBlueService** and click on **Member Resources**.



## Weight Management Program

BCBSF members who enroll with Jenny Craig®\* will receive up to 50%‡ off Jenny Craig's weight loss management program. All Jenny Craig programs are personalized and offer one-on-one support by trained consultants. BCBSF members can also choose Jenny Direct, the easy at-home program. Jenny Direct offers the same great tools and personal support as Jenny Craig Centres, with the added convenience of having delicious Jenny's Cuisine and program materials delivered directly to your doorstep. Visit Jenny Craig from our website to print your personalized discount coupon or call **1-800-597-JENNY** to find the nearest Centre or to learn more about Jenny Direct.

Visit [www.bcbsfl.com](http://www.bcbsfl.com), log onto **MyBlueService** and click on **Member Resources**.

‡*Plus the cost of food*



## Discounts for Hearing Aids

When was the last time you had your hearing tested? An estimated 28 million people suffer from a hearing loss. TruHearing™\* offers complimentary hearing screenings for members of Blue Cross and Blue Shield of Florida.

If you or someone you love can benefit from hearing aids, TruHearing offers discounts on state-of-the-art 100% digital hearing aids. TruHearing program offers discounts to covered members of BCBSF and their dependents.

TruHearing offers up to 60% off the MSRP and all hearing aids come standard with a two-year warranty, as well as a money-back guarantee.

With over 100 providers (for hearing screening) in Florida alone and 100% financing, TruHearing is an exceptional value that brings the highest quality products within reach.

For more information or to schedule your free hearing evaluation, call toll free **1-800-530-9561**. Or visit TruHearing online through [www.bcbsfl.com](http://www.bcbsfl.com), log onto **MyBlueService** and click on **Member Resources**.

**To take advantage of any of these services, just log on to [www.bcbsfl.com](http://www.bcbsfl.com), log into MyBlueService and click on Member Resources.**

\* The products, services and information provided through the BlueComplements program are made available as a courtesy to our members and are not a part of insurance coverage, nor a substitute for medical advice. **Please note:** Your insurance coverage may already include benefits for some of the services available to you through BlueComplements, so it is important to exhaust those benefits first. Blue Cross and Blue Shield of Florida reserves the right to discontinue or change this program at any time without notice.

HOW CAN BLUE HELP YOU?



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