Blueprint for Health®
for BlueMedicare HMO, BlueMedicare PPO and BlueMedicare Regional PPO Members

A master plan whose benefits go beyond your coverage.®
What is Blueprint for Health?

A support solution specifically designed around your life—that lets you live it your way.

Through Blueprint for Health®, you will be provided access to a number of health-related resources including:

• Personalized information to help you make informed health care decisions and stay healthy.
• Access to health care professionals for support, guidance and answers to your questions.
• Programs designed to assist you in understanding your health and the importance of talking with your doctor.

Wellness and Prevention Services
You’re healthy and want to stay that way, Blueprint for Health can help through the following programs:

• Discounts on Health-related Products and Services
• Prevention Awareness Campaign
• Information and videos on disease prevention and wellness tips

Acute Care Support
When there is a health care crisis, Blueprint for Health offers support through:

• Care Coordination - Blue Cross and Blue Shield of Florida (BCBSF) nurses available to provide support and information through a health care crisis
• Assistance with coordination of services required for complex or chronic health care events
Personalized care and service programs.

Take better care of yourself while worrying less. You can use these programs to make sure you’re ready to handle a common cold, as well as, a chronic condition(s), or even an unexpected health crisis. As a Blue Cross and Blue Shield of Florida BlueMedicare HMO, BlueMedicare PPO or BlueMedicare Regional PPO member you’ll be able to take advantage of these and other support services to help you do that.

Disease Management
You have a chronic health condition you’d like to manage better, BCBSF has the following services available to assist you in meeting your goals:

• Disease Management Programs designed for members with chronic diseases
• Pharmacy Programs
• Registered Nurses, Respiratory Therapists and Dieticians available as your personal Health Coach to help you better understand your condition and how to get the most benefit from our Blueprint for Health programs

Decision Support Services
Blueprint for Health provides assistance when you have tough health care decisions to make through the following programs:

• Health Information Online
• Prescription Drug Information
• Health and Benefit Education
• Dedicated Member Service Representatives
• A nurse line available to you 24/7 to support informed decision making and provide information related to your health care
You’re healthy and you want to stay that way
You do all the right things—eat right, exercise and keep up with your annual preventive visits with your doctor. Being healthy is something to celebrate—and to protect.

You’re in an unexpected health crisis and need help getting through it
Yesterday, you were healthy. Today, you’re in the hospital. Now what? When your health status changes overnight and you need help getting the care you need, there is support to help you make informed choices for your situation.

Care Coordination is a program dedicated to members who have complex or catastrophic health care events. It’s often difficult to understand the many benefits, services, and resources available—that’s precisely how our Care Coordinators can help. Our team of dedicated registered nurses and medical directors work with your doctor to coordinate a plan of care that meets your unique needs.

The Care Coordination Program is completely voluntary and offered at no additional cost to you. You decide if it’s right for you. All medical information obtained during the care coordination process is kept confidential and is only used to support your individual plan.
With our member discount program, you can stretch your dollars with savings on health-related products and services that complement your health care choices. With this program, you’ll get:

- Hearing aid and care discounts;
- Discounts on frames, eyeglass lenses and contact lenses, as well as some discounts for routine exams;
- Laser vision correction service discounts. Services include a discounted fee for traditional and custom LASIK;
- Alternative medicine discounts on acupuncture, chiropractic, massage therapy and more;
- Fitness club membership discounts. Low monthly rates at participating fitness clubs nationwide; and
- Discount weight-management support services.

Extra value worth investigating

The products and services described below are neither offered nor guaranteed under our contract with the Medicare program. In addition, they are not subject to the Medicare appeals process. Any disputes regarding these products and services may be subject to our plan’s grievance process.
We understand that each person is an individual with unique needs.

You have a chronic condition(s) you’d like to manage better
If you have a long-term health condition(s), it helps to know what actions to take to manage your health for a better quality of life.

Our Disease Management Programs can help you do that. These programs have been designed to help you manage chronic conditions such as:

- Diabetes
- Chronic Obstructive Pulmonary Disease (COPD) (i.e. emphysema, chronic bronchitis)
- Coronary Artery Disease (CAD)
- Heart Failure
- Depression

Dedicated Nurses are available to:

- Talk personally with you about your condition(s) and help you understand early warning signs and symptoms of your condition;
- Provide information that will assist you in making informed health care decisions and in taking an appropriate course of action;
- Give you information on how to access resources and/or providers for specific assistance; and
- Provide member, family and caregiver education and support to develop self-management skills.

With our Disease Management Programs, we’re able to make a difference for our members through information related to the effects of their condition, education on prevention of complications, and support for the emotional challenges of a long-term, complex condition.
You have decisions to make about your health and your health care

Whether you’re healthy or making decisions about preventive care, you see your doctor on a regular basis or you’re unexpectedly faced with health care questions you never dreamed of, Blueprint for Health decision-support resources can help you.

To stay informed, our members can check out our online resources at www.BlueMedicareFL.com. As a member, these and other resources are available if you need them.

In addition, Health Coaches will provide you with decision support, personalized information, and available resources related to your specific condition(s) so you may better achieve your health goals.

That’s what Blueprint for Health is all about. Answering the question, “How can Blue help you?”
How Can You Get In Touch with a Care Coordinator?

To make it convenient for you, we have several ways you can contact us for information.

You can call us Monday through Friday except holidays from 8:00 a.m. to 6:00 p.m. ET at 1-800-809-9808; TTY/TDD users please call 711 for hearing or speech impaired callers.

You or your physician can fax information to us at: Fax: (904) 565-6225

You can also go to our Web site, anytime, day or night, to access information as part of Blueprint for Health for Medicare Advantage members. Web site: www.BlueMedicareFL.com

How to Contact Disease Management Programs:

Call 1-877-789-2583, 24 hours a day, seven days a week. TTY/TDD users please call 1-877-900-4304.

The products, services, and information provided through our discount program are made available as a courtesy to our members and are not a part of insurance coverage or a substitute for medical advice. BCBSF does not endorse and is not responsible for the products, services, or information provided by the vendors that are part of the program.

Remember, these programs are offered at NO additional cost to BlueMedicare HMO, BlueMedicare PPO and BlueMedicare Regional PPO members.