# Introducing a
# New way to purchase
# Health Insurance.

## Buy a card today!

**MONEY BACK GUARANTEE**

$59

BlueCross BlueShield
of Florida
An Independent Licensee of the
Blue Cross and Blue Shield Association

The Gift of
Health Care
For You and Your Family
Use it to Buy our Health Insurance Products

Options That Fit Your
Budget and Your Needs
Medical, Lab, Dental
& Prescription Coverage
Affordable Products
Starting at $24 per Month
For Florida Residents
Look Inside for Details

Affordable Health Insurance

**For Florida residents only.**

# Now available at
## Winn-Dixie and CVS/Pharmacy

Look for our display
in the pharmacy area.

BlueCross BlueShield
of Florida

Affordable
Health Care
Buy a Card Today!

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of Florida

BlueCross BlueShield
of Florida
An Independent Licensee of the
Blue Cross and Blue Shield Association

## INTRODUCING the newest way to use
## The Gift of Health Care

For you, your family and for everyone
on your shopping list, Blue Cross and
Blue Shield of Florida has the answer.

A convenient way for you
to purchase health
insurance that meets your
needs—and your budget.

An affordable way to give
your college-bound student
a head start to the best
years of their life.

A solution for someone
who no longer has, or
can't afford, health
insurance.

They got the toaster and
luggage they wanted.
Now, give them the health
coverage they need.

## Making health care
## more convenient
— that's how **Blue** is helping you.

# How it Works
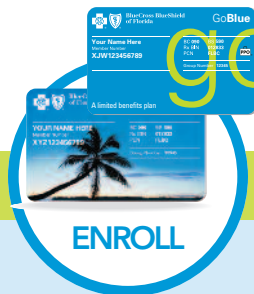


| BUY | ACTIVATE | ENROLL | RECEIVE | USE |
|---|---|---|---|---|
| Purchase this card for you, your family or friends at your neighborhood **Winn-Dixie Pharmacy or CVS Pharmacy**. | Call **1-888-494-3105** to activate. You'll need the PIN located on the back of the card and your Social Security number. | Our experienced staff will help you choose from a **Variety of Plans** such as GoBlue℠ with guaranteed acceptance. Or choose a more comprehensive plan such as BlueOptions®.* | Once enrolled, your **Welcome Package** and Member ID card will be mailed to you. Or, you can go online to print a temporary Member ID card if needed. | Once you receive your **Member ID** card, simply present it whenever you visit a health care provider or pharmacy. To find doctors in our network† visit www.bcbsfl.com. |

¡Se habla español!

Card cannot be taken directly to doctor. Call to activate.

## Getting health insurance has never been so easy and convenient!

Choose from a **Variety of Plans** to meet your needs and your budget.

- With our **Value Plans** such as GoBlue, you can't be denied coverage—there's no medical questions asked. Value plans do not include hospital coverage.
- **Lower Premium Plans**\* offer traditional medical coverage with higher deductibles and copays for a lower premium. What's more, you can choose plans that provide only hospital and surgical or basic health care benefits.
- If you want **Comprehensive Health Insurance Plans**,\* consider a predictable cost option. Choose from a variety of deductibles, low copayments and coinsurance for covered services.

# Affordable options

If you apply this gift card toward **GoBlue**, your monthly premium would range from $24 to $59 depending on your age.

## With GoBlue, you get our in-network discounted rates plus the following benefits:

| Benefits | Examples of Service | GoBlue Pays |
|---|---|---|
| **Medical** | Family doctor, specialists and urgent care | Up to $50 toward doctor's bill |
| **Pharmacy** | Generic & brand name medications | Up to $15 toward prescriptions |
| **Lab Tests** | Testing services at approved diagnostic locations | 100% for in-network services |
| **Dental** | Teeth cleanings, x-rays & fillings | Up to $50 toward service |

One visit and the card pays for itself.

## GoBlue Sample Savings:

| Doctor Visit (Specialist) | In-network with GoBlue | Out-of-network with GoBlue |
|---|---|---|
| Standard Charge | $176 | $176 |
| GoBlue Discounted Rate | **$76** | **No Discount** |
| GoBlue Pays | −$ 50 | −$ 50 |
| **YOU PAY** | **$26** | **$126** |
| **In-network Lab Services Covered at 100%** | | |

This is only an example of how GoBlue works and the savings it provides. Actual cost and savings may vary by provider and/or the services performed.

Blue Cross and Blue Shield of Florida plans are for Florida residents only.
\*The BlueOptions® individual plans are medically underwritten, and applicants are subject to acceptance. BlueOptions plans have limitations and exclusions.
†NetworkBlue is one of our Preferred Provider Networks made up of independent hospitals, physicians and ancillary providers. Limited benefit plans like GoBlue, have limitations and exclusions such as coverage for ER visits, hospital stays, surgeries or maternity care. When you call to activate your card and apply for coverage, our service team will explain your benefit options. Call us at 1-888-494-3105.