

Healthy Alternatives

Discounts on Alternative Medicine Services and Wellness Products.¹

As part of our growing commitment to meeting the diverse needs of our members, Blue Cross and Blue Shield of Florida has contracted with American Specialty Health Networks (ASH Networks) to offer the Healthy Alternatives Program.²

Healthy Alternatives is a complementary health care discount program that gives Blue Cross and Blue Shield of Florida and Health Options members discounts of up to 25% for chiropractic services, massage therapy, and acupuncture received from contracted ASH Networks providers.

With this valuable program, members have access to an extensive network of alternative medicine practitioners in Florida and throughout the U.S.

Special Discounts on Health and Wellness Products. Through “My Store” at Healthyroads, the online discount store, members are eligible to receive discounts of 15-40% on thousands of wellness products such as vitamins, minerals, sports nutrition supplements, health-related books and videos, herbal supplements, and more. Best of all, shipping is free and these services come with no additional premiums.

Also check out “My Library” at Healthyroads, the online discount store. “My Library” gives members access to a wide variety of health care information and resources. There they can sign up for a free monthly e-newsletter or even ask questions of the ASH Networks online panel of experts.

To take advantage of Healthy Alternatives discounts, be sure to enter Healthyroads through www.bcbsfl.com. Members can also call ASH Networks toll-free at 1-877-335-2746 to order products or request a free catalog. Here’s how easy it is for members to sign on:

a) To access Healthy Alternatives, visit www.bcbsfl.com > BlueComplements > Healthy Alternatives. This will take you to Healthyroads, the online discount store.

b) Click on “My Providers” to find an ASH Networks Provider near you. For discounts on health and wellness products, click on “My Store.” For health-related information, click on “My Library.”

c) The ASH Networks Providers can be used directly without a referral, so go ahead and schedule an appointment with the ASH Networks Provider of your choice.

d) Just show your Blue Cross and Blue Shield of Florida or Health Options ID card when you visit participating providers to receive a discount of up to 25% or more.

¹Healthy Alternatives is a discount program for certain types of complementary alternative care and is not a benefit of your health care insurance plan. You should exhaust the benefits available through your health plan before utilizing the Healthy Alternatives discount program.

²American Specialty Health Networks has been awarded full accreditation by the American Accreditation HealthCare Commission (URAC).

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. Blue Cross and Blue Shield of Florida does not endorse and is not responsible for the products, services or information provided by the vendors that are a part of the BlueComplements program.

Healthy Alternatives is one of several products and services offered through the BlueComplements program. Other programs include vision, hearing, health and wellness products.