



BlueCross BlueShield  
of Florida

An Independent Licensee of the  
Blue Cross and Blue Shield Association



**“Employees appreciate all of the different resources available** to get the information they need—like comparing hospital quality data, physician facts and performance, health care costs, medical conditions and treatment options. **Blue Cross really helps them see the big picture.”**

# Blueprint for Health

An action plan for every situation



**“Blueprint for Health helps my employees better understand their care options and actually use the health programs and resources available to them.**

As a result, they make smarter health care decisions for themselves and their families. **And that helps me see the real value of Blue Cross.”**



# Blueprint for Health

An action plan for every situation

## Healthy employees at work.

It's not too much to ask, right? But health issues seem to get in the way every day. Whether it's the flu or a long-term disease, your employees' health can impact your business.

What if your employees had a plan beyond their benefit plan? A master plan with well thought-out objectives and action steps preparing them to deal with a common cold, a chronic condition or even a health crisis. A blueprint for health is one way to think about it.

That's how Blue Cross and Blue Shield of Florida is thinking about it. Our Blueprint for Health® program offers your employees proactive and personal care solutions and support so they can make confident, cost-effective health care decisions. And so you can expect to see healthy employees at work.



How do I keep costs under control?

### Employer Support

Know your cost drivers	Make the right changes
Group Reporting Capabilities <sup>1</sup>	Better You from Blue <sup>SM</sup> Worksite Wellness <sup>1</sup>
	Local Medical and Sales Support <sup>1</sup>

Know your health status	Get ahead of your risks	Find extra value
Health Assessment <sup>2</sup>	Better You from Blue <sup>SM</sup> Next Steps	Blue Complements <sup>SM</sup> Discounts <sup>2</sup>
Better You from Blue <sup>SM</sup> Worksite Wellness <sup>1</sup>	Healthy Addition <sup>®</sup>	
	Lifestyle Improvement Program <sup>2</sup>	

### Prevention and Wellness Services

How do I stay healthy?

How do I keep costs under control?

### Decision Support Services

Get the most from your benefits	Know your health spending	Know your Rx benefits
MyBlue Service <sup>SM</sup>	Member Health Statement	MyRxHealth
Service Advocates	CareCalc <sup>®</sup>	
Care Coordinators	Treatment Cost Advisor <sup>SM2</sup>	

Understand your disease needs	Get the right medications
Disease Management	Responsible Rx <sup>SM</sup>

### Chronic Condition Management

How do I take control of my condition?

How do I make sure I get the right care?

### Decision Support Services

Compare doctors and hospitals	Stay informed	Connect to the experts
Hospital and Physician Selection Advisors <sup>SM2</sup>	Independent Expert Health Database <sup>2</sup>	Cultural Competence Training
Recognizing Physician Excellence <sup>SM</sup>	Healthcare Advisor <sup>SM2</sup>	Health Coaching <sup>2</sup>
Stay Fit for Sports <sup>SM2</sup>		Email Communications with Providers <sup>2</sup>

Get answers on the spot	Have your care and benefits coordinated
Nurses on Call 24/7 <sup>2</sup>	Care Coordination

### Acute Care Support

How do I get urgent care support?

How do I find help in my community?

### Community Resources

Get support	
Care Advocacy and Navigation Support	For Florida's Health <sup>SM</sup>



<sup>1</sup> Some programs may not be available for all group sizes.

<sup>2</sup> As a courtesy, Blue Cross and Blue Shield of Florida, Inc. has entered into arrangements with various vendors to provide value-added features that include care decision support tools and services to its members. These programs are not part of insurance coverage. All decisions that members make pertaining to medical/clinical judgment should be made in conjunction with their Physician since neither BCBSF nor its vendors provide medical care or advice.

**Better You From Blue<sup>SM</sup> Next Steps:** A personalized, proactive program to reduce the likelihood of a disease state and help manage medical costs.

**Better You From Blue<sup>SM</sup> Worksite Wellness:** A program designed to help employers motivate employees to take an active role in understanding their health status and live a healthy lifestyle. Worksite health fairs include health screenings, health risk assessments, biometric screenings and health coaching.<sup>1</sup>

**BlueComplements<sup>SM</sup> Discounts:** A program to help expand members' health care choices and the value of their premium dollars by offering discounts on health-related products and services.<sup>2</sup>

**Care Advocacy and Navigation Support:** Personalized, caring support to help members get the information and care they need when they can't seem to get it themselves.

**Care Coordination:** Personal case management program that focuses on assisting members who have serious, complex health conditions take full advantage of their benefits and treatment plan.

**CareCalc<sup>®</sup>:** An online tool that allows providers a quick and easy way to calculate a member's actual financial responsibility prior to or at the time of service.

**Cultural Competence Training:** A free, web-based program for physicians to improve a doctor's ability to communicate effectively with and understand multi-cultural patients.

**Disease Management:** A program that provides trusted resources to assist members in obtaining information and services to effectively manage and make decisions about their health care needs.

**Email Communications with Providers:** A safe and confidential way for members to communicate with their doctors about non-urgent health care needs, such as minor aches and pains, lab results and Rx refills.<sup>2</sup>

**For Florida's Health<sup>SM</sup>:** An easily accessible electronic database listing a variety of community-based health care services.

**Group Reporting Capabilities:** Account-specific reporting that empowers sales reps and employers to make smarter health benefit decisions and improve the value delivered by the health plan; a fact-based approach to improve medical outcomes and care delivery.<sup>1</sup>

**Health Assessment:** Valuable tools that capture personal answers to questions about family history, lifestyle behaviors and general health. Health status and health risks are captured in a personalized report.<sup>2</sup>

**Healthy Addition<sup>®</sup>:** A voluntary prenatal education and early intervention program designed to help expectant mothers, particularly those with high-risk pregnancies, take the necessary steps for a healthy pregnancy, birth and baby.

**Healthcare Advisor<sup>SM</sup>:** A web-based tool that includes information about medical conditions and procedures, suggested questions to ask a physician regarding managing a condition and preparing for a procedure.<sup>2</sup>

**Health Coaching:** Trained health care professionals available 24/7/365 to help members understand their symptoms, make informed medical decisions, and manage chronic conditions.<sup>2</sup>

**Hospital and Physician Selection Advisors<sup>SM</sup>:** Tools that provide members hospital and physician comparison data enabling them to make more informed health care decisions.<sup>2</sup>

**Independent Expert Health Database:** Web-based information tools with over 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.<sup>2</sup>

**Lifestyle Improvement Program:** An online behavior change program that provides personalized support to members for lifestyle improvement such as managing their weight, preventing lower back pain, decreasing stress in their life, improving their eating habits and quitting smoking.<sup>2</sup>

**Local Medical and Sales Support:** An action plan presented to Groups that shows utilization trends and how to lower medical costs.<sup>1</sup>

**Member Health Statement:** A summary of a member's health care activity for the preceding month.

**MyBlueService<sup>SM</sup>:** A member self-service website with access to a number of services and health-related information tools.

**MyRxHealth:** A comprehensive member-directed website that enables easy access to helpful information on prescription drugs and their costs, pharmacy benefit information and general health topics.

**Nurses on Call 24/7:** Medically trained health coaches available 24/7/365 to answer health questions and concerns and help members interpret and act on symptoms and accidents.<sup>2</sup>

**Recognizing Physician Excellence<sup>SM</sup>:** A physician recognition program that rewards physicians who are committed to delivering quality care and excellent service to their patients.

**ResponsibleRx<sup>SM</sup>:** A pharmacy utilization management program comprised of three initiatives: Responsible Quantity, Responsible Dose, and Responsible Steps.

**Service Advocates:** At the heart of BCBSF is service. Service Advocates help members understand and maximize their benefits and address their personal circumstances. We also offer Benefit Administrators online and telephonic support.

**Stay Fit for Sports<sup>SM</sup>:** A simple indicator on BCBSF's online provider directory allows individuals to select physicians and providers that value members' appreciation of fitness and exercise.<sup>2</sup>

**Treatment Cost Advisor<sup>SM</sup>:** A helpful resource to assist members in estimating the cost of their specific health care services and medications.<sup>2</sup>