

Introducing a **New** way to **save** on dental, prescriptions and vision care.

Buy a card today!



Money Back Guarantee



This plan is NOT insurance. The plan provides discounts at certain health care providers for medical services. The plan does not make payments directly to the providers of medical services. The plan member is obligated to pay for all health care services but will receive a discount from those health care providers who have contracted with the discount plan organization. The licensed discount medical plan organization is Coverdell & Company, Inc., 8420 W. Bryn Mawr, Suite 700, Chicago, IL 60631, 1-800-918-7600. You can cancel this plan within 30 days of the effective date for a full refund.

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For Florida residents only.

Now available at Winn-Dixie and CVS/Pharmacy

Look for our display in the pharmacy area.



INTRODUCING the newest way to save with the **FamilyBlue Discount Card**

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



An affordable way for you and your family to get **DISCOUNTS** on dental, prescriptions and vision care!



Keep your mouth happy with dental discounts on braces, dentures, crowns, fillings, oral surgery, cosmetic dentistry and more.



The cost of medications is an easier pill to swallow when you have FamilyBlue.



You can clearly see the savings add up with discounts on eye care products and services.



BlueCross BlueShield of Florida

An Independent Licensee of the Blue Cross and Blue Shield Association

Making health services **more affordable** — that's how **Blue** is helping you.

Get 3 months of membership for you and your family!

Savings on health services you need everyday!

How it Works



BUY

Purchase this card for you, your family or friends at your neighborhood **Winn-Dixie Pharmacy** or **CVS Pharmacy**.

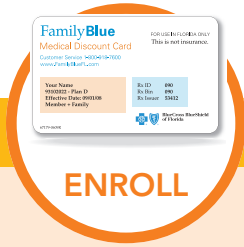


ACTIVATE

Call **1-866-952-1300** to activate. You'll need the PIN located on the back of the card.

You can also go online to www.ActivateFamilyBlueFL.com

¡Se habla español!



ENROLL

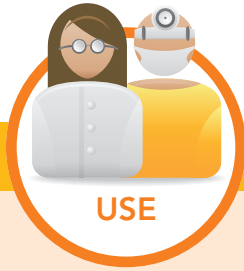
Provide your contact information to **complete enrollment**.



RECEIVE

Upon enrollment, your **Member ID card** will be mailed to you within 5-7 days.

You can go online to print a temporary Member ID card if needed.



USE

Find a participating provider by going to www.FamilyBlueFL.com, schedule an appointment and present your Member ID card at the time of service to receive **instant discounts**.

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

The **FamilyBlue Discount Card** gives you and your family three months of savings!

Understanding your benefits:

| Benefits | Examples of Services | Discounts* |
|----------|--|------------|
| Dental | Teeth cleanings, dentures, fillings & crowns | 10-50% |
| Pharmacy | Generic & brand name medications | 20%* |
| Vision | Exams, eyeglasses & contact lenses | 10-60% |

*These are average discount savings with FamilyBlue.

FamilyBlue can pay for itself in a single use:

| Sample Savings** | Average Price | You Pay | You Save |
|---|---------------|---------|--------------|
| Dental Cleanings | \$88 | \$54 | \$34 |
| Prescription Generic 90 days mail order - high blood pressure | \$97 | \$25 | \$72 |
| Eye Glasses (frames & lenses) | \$138 | \$100 | \$38 |
| YOUR TOTAL SAVINGS | | | \$144 |

**These are only examples. Actual cost and savings may vary by provider and/or services performed.

With FamilyBlue, your membership is **guaranteed!**

Dental Save **10% to 50%** on braces, dentures, crowns, fillings, oral surgery, cosmetic dentistry and more.

Prescriptions Receive **20% off** brand name and generic medications through most major pharmacy retailers.

Vision Get **discounts from 10% to 60%** on eye exams, eyeglasses, contact lenses, plus up to 40% off mail order replacement contacts.

This plan is NOT insurance.

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