

BlueResourceSM

From the Leader in Health Care Communication Solutions



Online Resources



BlueCross BlueShield
of Texas

According to a recent survey, over 50 percent of people seeking Web-based health information reported that the online information affected their decisions on how to treat an illness or condition.*

Are your employees using reputable online health resources?

Approximately 10 million American adults seek health information online each day. Unfortunately, 75 percent of them use disreputable sources and out-of-date content that they find online.* Blue Access® for Members at www.bcbstx.com provides a wealth of health promotion tools and resources designed to encourage our members to set goals and make health improvements. So alleviate Internet information inconsistency by promoting Blue Access for Members with your employees.

With BlueResource – Online Resources, you'll find a variety of communications that promote our member Web-based tools, like:

- The Personal Health Manager
- Blue PointsSM
- Health Risk Assessment
- Ask A features, such as Ask A Nurse, Ask A Dietitian, Ask A Trainer and Ask A Life Coach
- Hospital Comparison Tool
- Treatment Cost AdvisorTM

Check out the messages and artwork. Copy for all PDFs is provided in Word doc format, and most files shown are available in both English and Spanish. Locate the files you want on the CD provided by your Blue Cross and Blue Shield of Texas Representative or at www.bcbstx.com/employer.

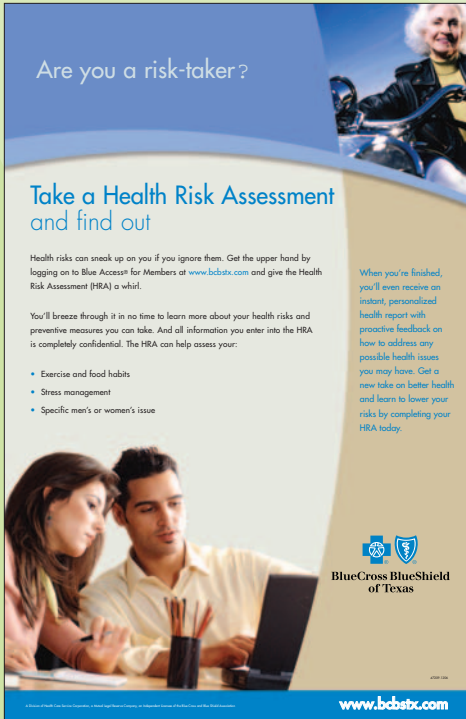
BlueResource files have been designed for you to use electronically, cut and paste copy from Word docs, or print from PDFs and distribute. It's your choice!

Be sure to keep each edition of BlueResource you receive. The theme of each booklet is different, and taken together, they offer a very useful collection of employee communications.

Would you like to co-brand posters, flyers and paycheck stuffers with your group's logo? Contact your BCBSTX Representative to have your logo added to the files and returned to you – ready to go! It's all part of our service to you—at no cost—because communications are key to your employees' health and improving plan utilization, which helps reduce health care costs for everyone.

*Network News, October 2006

Look for new and updated files at www.bcbstx.com



Are you a risk-taker?

Take a Health Risk Assessment and find out

Health risks can sneak up on you if you ignore them. Get the upper hand by logging on to Blue Access® for Members at www.bcbstx.com and give the Health Risk Assessment (HRA) a whirl.

You'll breeze through it in no time to learn more about your health risks and preventive measures you can take. And all information you enter into the HRA is completely confidential. The HRA can help assess your:

- Exercise and food habits
- Stress management
- Specific men's or women's issue

When you're finished, you'll even receive an instant, personalized health report with proactive feedback on how to address any possible health issues you may have. Get a new take on better health and learn to lower your risks by completing your HRA today.

BlueCross BlueShield of Texas

www.bcbstx.com

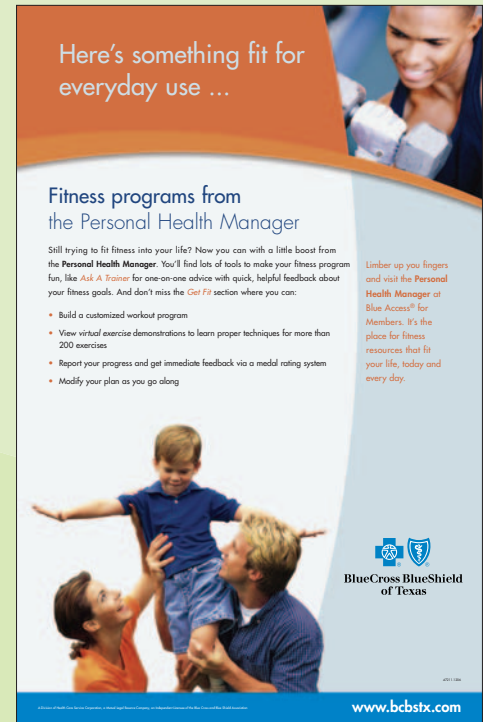
Health Risk Assessment Poster

47209.1206 - English

47210.1206 - Spanish

Tip!

Use BlueResource elements on your intranet site.



Here's something fit for everyday use ...

Fitness programs from the Personal Health Manager

Still trying to fit fitness into your life? Now you can with a little boost from the **Personal Health Manager**. You'll find lots of tools to make your fitness program fun, like Ask A Trainer for one-on-one advice with quick, helpful feedback about your fitness goals. And don't miss the **Get Fit** section where you can:

- Build a customized workout program
- View virtual exercise demonstrations to learn proper techniques for more than 200 exercises
- Report your progress and get immediate feedback via a medal rating system
- Modify your plan as you go along

Linger up your fingers and visit the **Personal Health Manager** at Blue Access® for Members. It's the place for fitness resources that fit your life, today and every day.

BlueCross BlueShield of Texas

www.bcbstx.com

Fitness Poster

47211.1206 - English

47212.1206 - Spanish



Pounds still around?

Shape up with the Personal Health Manager

If the terms round, circular and rotund apply to you, never fear. Weight loss tools from the **Personal Health Manager** are here. Just visit Blue Access® for Members and click on the link to the **Personal Health Manager** to get advice from a trained nutrition expert at Ask A Dietitian.

Venture into the **Eat Right** section for shape-saving resources that let you:

- Track your daily calorie intake and food servings
- Simplify what and how much to eat and follow custom-built menus
- Build meal plans and create shopping lists specific to your needs and preferences
- Report your nutritional intake and get immediate feedback with a unique medal rating system
- Assess nutritional needs and gain the education necessary to make any changes

The weight doesn't have to go on forever. Thanks to the **Personal Health Manager** — the shape of things to come.

BlueCross BlueShield

www.bcbstx.com

Weight Loss Poster

47213.1206 - English

47214.1206 - Spanish

Tip!

Print and hang posters in employee break rooms.

Look for new and updated files at www.bcbstx.com

Tip!

Educating your employees about online health resources available through Blue Access for Members helps them make informed choices.

Make a point of improving your health ...

The Personal Health Manager offers Blue PointsSM rewards program!

Health information has its strong points, especially when you use the **Personal Health Manager** features through Blue Access[®] for Members. Whenever you track your fitness workout, report a meal or use any other tools within the **For Your Health** section, you and your eligible family members can earn Blue Points to redeem for a variety of rewards, including:

- Gift cards to well-known retailers
- Popular electronics
- Exercise equipment
- Heart-rate monitors
- An elliptical machine

The higher the number of points, the greater the value of the rewards. So make sure you visit **For Your Health** at the **Personal Health Manager** often. It all points to good health.

BlueCross BlueShield of Texas

www.bcbstx.com

Blue Points Poster
47221.1206 - English
47222.1206 - Spanish

Surfing for good health information

Dive in to Blue Access[®] for Members

When it comes to managing your health information, the Web can be a confusing place to wade through. But surf's up thanks to Blue Access for Members with health and benefit information you can manage online in one easy place.

Simply set up a secure password, then log in and find:

- The **Personal Health Manager** to help you make informed choices about your health and wellness
- Health Risk Assessment
- Blue PointsSM rewards program
- Health screening reminder messages
- Electronic Explanations of Benefits (EOBs)
- Claim status information

Log on today and get your feet wet. It's a destination you'll want to visit again and again.

BlueCross BlueShield of Texas

www.bcbstx.com

Blue Access for Members Poster
47223.1206 - English
47224.1206 - Spanish

Add these to your shopping list ...

Treatment Cost AdvisorSM and Hospital Comparison Tool

It pays to shop wisely. Make your health care dollar go a little further with **Treatment Cost Advisor** and the **Hospital Comparison Tool** available through Blue Access[®] for Members.

Treatment Cost Advisor lets you get cost estimates for common services and conditions affecting you and your family, including physician and facility charges for services and treatment. And that goes a long way if you have to pay for some of your medical services.

With **Hospital Comparison Tool**, we help put your mind at ease before your next hospital visit by providing you with confidential access to a list of hospitals that are ranked on a number of factors—including length-of-stay, complications, number of procedures performed, mortality and cost.


Pay a visit to Blue Access for Members, and you just might pay less for your next visit to the doctor or hospital.

BlueCross BlueShield of Texas

www.bcbstx.com

Provider Tools Poster
47225.1206 - English
47226.1206 - Spanish

Real answers for the real world ...





The Personal Health Manager's chronic condition management tools

If you have a chronic condition, you don't have to go it alone. Now you can find personalized help and support with the **Personal Health Manager** at Blue Access® for Members. Whether you have diabetes, asthma, high blood pressure or another chronic disease, the **Personal Health Manager** can help you take control.

The Personal Health Manager — when you want real-time answers for your real life conditions.

You can chart your progress with tracking logs in the *Clinical Tools* section. Or, receive caring support by contacting a registered nurse through the *Ask A Nurse* feature.

www.bcbstx.com

Chronic Conditions Poster
 47217.1206 - English
 47218.1206 - Spanish

Smoking is a real drag



Get going and find help at the Personal Health Manager

Ready to snuff out the smoking habit? Then it's time you paid a visit to the **Personal Health Manager**. It's your personalized, online support resource that offers you a breath of fresh air when it comes to smoking cessation. With the **Personal Health Manager** tools, you can:

- Ask A Life Coach to get support and answers to your smoking-related questions
- Use My Charts to track your progress along the way
- Save data and view graphs in Wellness Tools for more detailed information about your success

Light up your life — not your cigarette — with the **Personal Health Manager's** smoking cessation support tools at Blue Access® for Members.




www.bcbstx.com

Smoking Cessation Poster
 47215.1206 - English
 47216.1206 - Spanish

Relax and stay awhile



Stress management tools from the Personal Health Manager

Do you long to be laid back and stress-free? Take a deep breath, count to 10 and let the **Personal Health Manager** do the rest.

You can compose your questions — and yourself — and get confidential, e-mail answers from a supportive life coach using the *Ask A Life Coach* feature. Or, turn to the *Live Well* section where you can equip yourself to deal with life's challenges, such as:

- Workplace issues
- Financial concerns
- Relationship and family matters

Visit the **Personal Health Manager** at Blue Access® for Members today — and stay with it to manage your stress.




www.bcbstx.com

Stress Management Poster
 47219.1206 - English
 47220.1206 - Spanish

Posters are designed in an 11x17-inch format. To scale down to an 8.5 x 11 - inch format, use Adobe Acrobat (full version) and follow these steps:

- Select File, then Page Setup.
- Click on the Properties box, and select the Effects tab.
- Check the Print Document On box, then select Letter in the drop-down box, and check Scale to Fit. Click on OK.



Look for new and updated files at www.bcbstx.com



Your manager has a message for you ...



www.bcbstx.com

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Personal Health Manager Stuffer
 47227.1206 - English
 47228.1206 - Spanish

Manager, that is. Personalized messages from the **Personal Health Manager** communication tools that you'll find through Blue Access® for Members.

ndly little alarm clock vying for your attention, and check out reminder messages hier. Complete your Health Risk Assessment and you'll get practical messages such as wellness reminders or informative articles related to any health conditions receive messages about health conditions or topics based on demographics such as

er health with the **Personal Health Manager**. You'll wonder how you ever managed

www.bcbstx.com

47227.1206



Want to go down in history?



www.bcbstx.com

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Personal Health Record Stuffer
 47229.1206 - English
 47230.1206 - Spanish

ete your Personal Health Record with the **Personal Health Manager** through Blue f log on and follow the prompts to provide information for your confidential health rd. And you can record health information for family members, too.*

the making when you enter information about your appointments, health ns, all in one easy place. You can even print out your Personal Health Record and ext doctor's visit. Add more personalized information to your Personal Health Record y **Charts** found under the **Personal Health Manager** menu tab.

cord at your fingertips, losing track of your health information is ancient history.

www.bcbstx.com

47229.1206



Take this for your health



www.bcbstx.com

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Health Risk Assessment Stuffer
 47231.1206 - English
 47232.1206 - Spanish

at Blue Access® for Members — because unexpected health conditions can be a tough

zip through the assessment and receive an overall health and well-being score, and lth, nutrition, sleep, stress and other categories. You'll also receive a report on your ing, including practical information and suggestions on how to improve. It's a good ent every six months, and we'll even help you remember with friendly reminders.

at Blue Access for Members — **take it now for a lifetime of better health.**

www.bcbstx.com

47231.1206

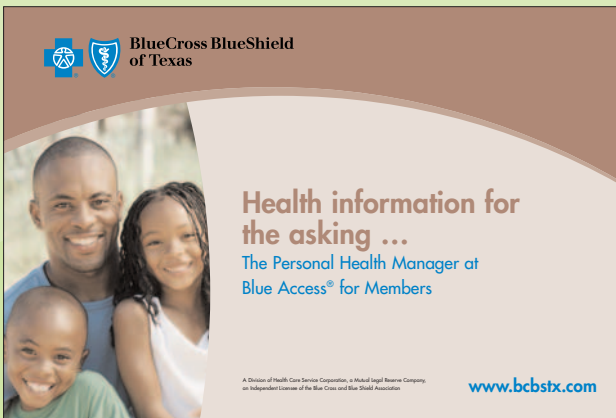
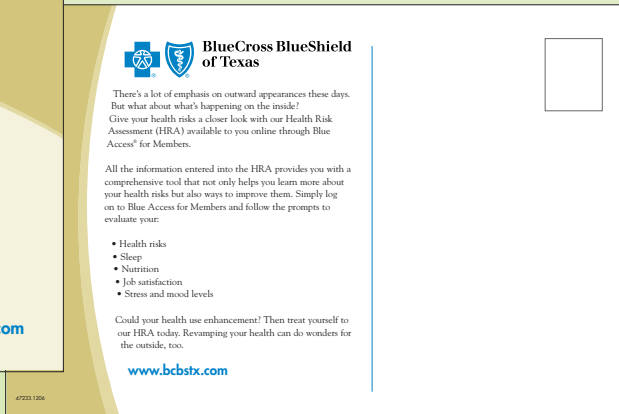
Tip!

Planning to use paycheck stuffers or postcards electronically?
Crop marks can be eliminated in Adobe Acrobat (full version) by using the Crop Tool.



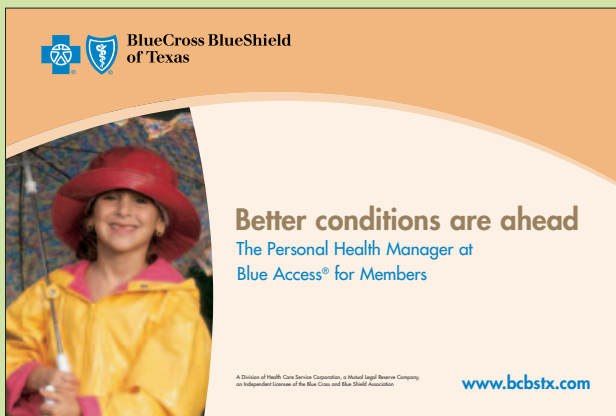
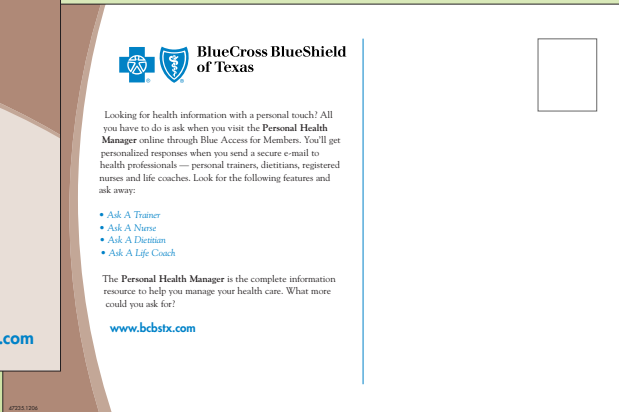
Health Risk Assessment Postcard

47233.1206 - English
47234.1206 - Spanish



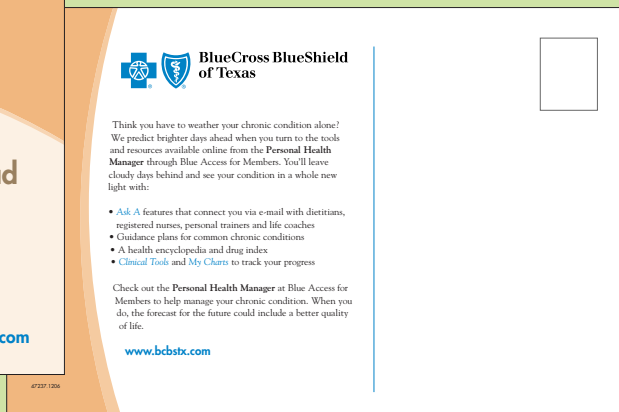
Ask A Features Postcard

47235.1206 - English
47236.1206 - Spanish



Chronic Conditions Postcard

47237.1206 - English
47238.1206 - Spanish



Look for new and updated files at www.bcbstx.com

4,000 Reasons to Quit

Did you know there are more than 4,000 individual chemicals that have been identified in tobacco and tobacco smoke? Among those are more than 60 chemicals that are known carcinogens (cancer-causing agents). Smoking is responsible for nearly one in five deaths in the United States.* Because cigarette smoking and tobacco use are acquired behaviors—activities that individuals choose to do—smoking is the most preventable cause of premature death in our society.

Smoking Cessation

45906.1206 - English
45907.1206 - Spanish

Do Your Kids Know These Facts of Life?

Find them at the Personal Health Manager's Kids & Teens section

When it comes to the facts of life, good health and lifestyle habits are some of the most important things we can teach our children. But it can be a tough hill to climb considering that the intake of junk food is hard to control. And electronic media, like video games and computer chat rooms, are increasingly stealing time away from healthful physical activity. Fortunately, practical help is available through the *Kids & Teens* section of the Personal Health Manager (PHM).

Kids & Teens

45914.1206 - English
45915.1206 - Spanish

Important Waist Measures

Losing abdominal fat can help safeguard your heart

Are you an apple or a pear? Studies have shown that carrying too much around your waist—being apple shaped—can put you at greater risk of heart disease than those pear shaped people who tend to carry fat around their hips and thighs. According to the American Heart Association, waist measurement should be no more than 40 inches in men and 35 inches in women.

Do you need to lose weight to get healthier? If so, resources are within

Weight Loss

45916.1206 - English
45917.1206 - Spanish

Tip! Integrate copy in your company's intranet site and existing materials, such as enrollment booklets and newsletters.

Tip!

Share messages with your employees electronically or in print.

Timing Is Everything

Head off health surprises with preventive screenings

Preventive health screenings are an important way to keep your health in check and avoid costly medical problems down the road. And now you have a convenient, centralized resource to help you manage your health screenings—the Personal Health Manager through Blue Access® for Members. If you haven't already familiarized yourself with the site, take some time to log on to www.bcbstx.com and explore all the resources available to you.

Health Screenings

45908.1206 - English
45909.1206 - Spanish

Be Your Personal Best

The Personal Health Manager through Blue Access® for Members

May we share something personal with you? It's the Personal Health Manager, your one-stop gateway to a world of health and wellness information and resources. Bookmark www.bcbstx.com today so you can check it out and visit often to see what's new.

Whether you want to find articles on health-related topics, search for drug information, start a fitness or nutrition program or look for healthy recipes, the Personal Health Manager makes it easy


Mammography

45911.1206 - English
45913.1206 - Spanish

Look for new and updated files at www.bcbstx.com

front

Get well connected with Blue Access® for Members



Resources to enrich your health and lifestyle

Blue Access for Members helps you make the connection to better health and well-being with convenient, online resources for every aspect of your life. Whether you're searching for claims information, managing a chronic condition, striving to balance work and family or starting a nutrition or exercise program, Blue Access for Members has the answers. And now it's even easier to make your health a priority and get your goals on track with the Personal Health Manager and the Blue Points™ rewards program.

When you make the connection with Blue Access for Members, you'll be well on your way to a healthier, more productive life.

Good health rewards you in many ways


Cut out and carry this wallet-sized card, and use it as a quick reference for the Personal Health Manager's health and lifestyle tools.

Taking a health risk assessment (HRA) helps you examine your overall health and well-being and highlights areas where you could improve.

Get Ready for Your HRA

When you take your HRA, you're making a positive step to help safeguard your health and live life to the fullest. Before taking the HRA, make sure you have the following information:


- Current height and weight
- Systolic (top number) of blood pressure reading
- Diastolic (top number) of blood pressure reading
- Total cholesterol level
- HDL cholesterol level
- Blood glucose level



Blue Points Are Just a Click Away

Good health is rewarding in more ways than one. By using features in the *For Your Health* section of the Personal Health Manager (PHM), you're eligible to earn Blue Points. Just follow these steps:

- Go to Blue Access for Members at www.bcbstx.com and click on the Personal Health Manager.
- Click on the Blue Points icon to view your point totals.
- Choose the point/redemption levels to select your reward.



BAM Promotional Flyer
47239.1206 - English
47240.1206 - Spanish

back

The Personal Health Manager | Take charge of your health



For your health
Visit *For Your Health* at the Personal Health Manager and find great information to help improve your health. Plus, chalk up Blue Points for rewards each time you use these features.

Get what you ask for
The Ask A features give you e-mail access to health care professionals. Request fitness advice from personal trainers at Ask A Trainer, or seek nutrition advice with Ask A Dietitian. With Ask A Nurse, registered nurses answer your health-related questions, while Ask A Life Coach offers advice to manage stress, workplace conflicts and similar issues.

Find a feast for your eyes
Browse Articles & Recipes and discover informative, easy-to-read articles on just about any health or life skills topic of your choosing. Need wholesome recipe ideas? Check out a virtual smorgasbord of creative ideas.

Get kids and teens on board
Finding it challenging to get kids to think healthy? *For Your Health's* Kids & Teens programs can help you educate and motivate your kids to be more active and learn healthier eating habits. Programs are tailored separately for teens and kids under 13 to encourage good habits for a lifetime of healthy nutrition and physical activity.

Savor success
For Your Health's Eat Right section offers a Healthy Eating program that's based on nationally recognized nutrition guidelines. Your customized Eat Right plan will be tailored to meet your unique circumstances and health improvement goals. Meal Planner will build your daily menus, or you may choose to enter your own food choices.

Exercise authority
Whether you're a beginner or are wanting to put more muscle in to your strength building plan, the Get Fit feature in *For Your Health* can help you take charge of your fitness goals with a variety of fitness programs tailor-made for you. Some of the programs also come with integrated Eat Right nutrition plans.

Make a change for the better
Live Well lives up to its name with Personal Improvement Plans. Whether you want to be more open-minded, improve financial management, or become an optimist, *Live Well* offers a variety of 30-day plans that can yield life-changing results.

Blue Points Are Just a Click Away

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- Click on the Blue Points icon to view your point totals.
- Choose the point/redemption levels to select your reward.



www.bcbstx.com

Tip!

Repeating simple messages reminds your employees to make healthy choices.

back

Tip!

When you request co-branding, you'll receive a custom CD of artwork files that display your group's logo.

front

Take charge of your health



Save time and lead a healthier life

With a wide range of online tools and information, you can better manage every aspect of health and wellness for you and your family with the Personal Health Manager. Start by taking the health risk assessment to better understand your current health condition, identify potential issues and reinforce what you're doing right!

Plan it
Discover practical ideas for bringing health and wellness into many parts of your life.

- **Eat Right** – With access to over 1,200 recipes, articles and other helpful suggestions, planning healthy meals has never been easier.
- **Get Fit** – Weight loss, strength training, aerobic exercise or increased flexibility – find a solution for your fitness goals. The virtual trainer can assist you with recommended exercise routines by demonstrating proper techniques.

In your kitchen, gym bag or office ... cut out and place this wallet-sized card anywhere you need a reminder to visit the Personal Health Manager.

The Personal Health Manager
Your source for health and wellness information


- Plan nutritious meals
- Record workouts
- Keep track of health records
- Earn Blue Points™



www.bcbstx.com

For Your Health PHM Flyer
47241.1206 - English
47242.1206 - Spanish

The Personal Health Manager | Health information is our specialty



Track it
Return to the Personal Health Manager to track your progress and review your results.

- **Meals and snacks** – With information on over 13,000 food items – including fast food, beverages and brand-name snacks – you can track overall calories consumed with a breakdown of proteins, carbs and fats.
- **Exercise program** – Track your results and take your workout to the next level.
- **Personal health records** – Appointments, refills, immunizations and more – manage important health information for you and your family from one secure Web site.

Discover it
Enjoy health and wellness information 24-hours a day, from any Internet connection.

- E-mail questions and receive customized answers through Ask A Nurse, Ask A Trainer, Ask A Dietitian and Ask A Life Coach.
- Learn to manage chronic health conditions, research symptoms and look up prescription drug information.
- Today's News offers important health and wellness headlines in a quick, easy-to-read format.

Blue Points™
Earn valuable Blue Points every time you use the health and wellness features in the *For Your Health* section of the Personal Health Manager. Receive up to 1,000 points a week when you set up and track the progress of an exercise or meal program, read and rate health and wellness related articles or email your health-related questions to licensed professionals. Blue Points are redeemable starting at just 2,500 points for gift cards to well-known retailers, health and fitness items or popular electronics.


Additional Online Resources
Blue Access for Members includes other helpful features, such as:

- Confirmation of when claims are paid and payment amounts
- Physician, hospital and pharmacy network directories
- Information on prescription drugs

Technical help for online resources is available at 1-888-706-0583 Monday through Saturday.

Visit the Personal Health Manager

1. Go to www.bcbstx.com
2. Log into Blue Access® for Members
3. Click on the Personal Health Manager icon



www.bcbstx.com

Look for new and updated files at www.bcbstx.com

Play Personal Favorites

Here's something you'll want to add to your favorites. It's the Personal Health Manager from Blue Access® for Members.

Log on Blue Access for Members at www.bcbstx.com then select the Personal Health Manager. Click your way to what's sure to become your favorite subjects, including:

- Articles & Recipes
- Eat Right
- Live Well
- Get Fit
- Kids & Teens
- Health Risk Assessment

Personal Health Manager

45923.1206 - English
45929.1206 - Spanish

Keep a Low Profile

Your cholesterol number shouldn't be your highest achievement. Success is in store with a little help from the Personal Health Manager at Blue Access® for Members.

Make sure you schedule regular cholesterol screenings so you can know your numbers. Once you get them, you can chart your progress with the Personal Health Manager's Clinical Tools and Wellness Tools. Have questions about your cholesterol numbers? Get answers from *Ask A Nurse*, your online resource to our registered nurses.

Cholesterol

45919.1206 - English
45920.1206 - Spanish

Your Dish is Your Command

Isn't it time you took charge of your food choices? The power is in your hands with the Personal Health Manager's *Eat Right* resources available through Blue Access® for Members.

Your *Eat Right* plan starts with a customized approach to match your unique circumstances and health improvement goals. Planning meals? It's no problem, thanks to the Meal Planner tool to help you build daily menus or enter your own food choices. Either way, Meal Planner does the math by graphing your daily calories and food

Eat Right

45930.1206 - English
45931.1206 - Spanish

Tip! Send a series of e-mail messages to encourage your employees to use online resources.

Fit to Be Tried

Fed up with fitness plans that don't work for your lifestyle? Try this on for size. It's *Get Fit* tools and resources, and you can get them by clicking on the Personal Health Manager icon when you visit Blue Access® for Members.

Shape your body, tone your muscles and unleash the fitness guru inside of you with personalized fitness plans for your lifestyle. Whether you prefer pumping iron or dancing around the kitchen to your favorite music while making breakfast, *Get Fit* offers you creative, effective and fun ideas for physical activity that fits your life.

Get Fit

45932.1206 - English
45933.1206 - Spanish

Tip!

Use copy provided to create messages specifically for your employees.

Get Healthy, Get Blue PointsSM

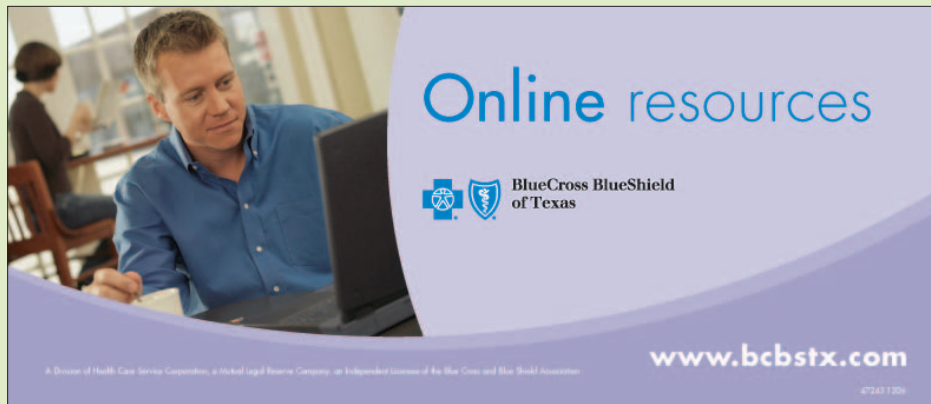
Need a new point of view when it comes to your health? Then simply view and use any of the features found in the *For Your Health* section of the Personal Health Manager and rack up Blue Points that you can redeem for cool rewards.

And we're not just talking humdrum stuff here. The more you and your family members use *For Your Health* features, the more points you can earn towards:

- Gift cards to a variety of popular retailers
- Health improvement products and equipment
- Electronic merchandise, such as iPods® or digital cameras

Blue Points

45921.1206 - English
45922.1206 - Spanish



Online Resources E-mail Banner

47243.1206 - English

47244.1206 - Spanish

Tip!

Enhance your employee e-mail messages by including e-mail banners. In your e-mail program's menu, select either Create or Insert, then click on Picture.



**BlueCross BlueShield
of Texas**

www.bcbstx.com