

# REVOLUTIONARY

## What is the 360° Health® Program?\*

It's one of the industry's most comprehensive health services programs! This brand new integrated group of health services is designed to help you:

- Manage and maintain your health
- Make more informed health care decisions
- Maximize the value of your health care benefits

In short, this program is designed to help you manage your health care needs so you can achieve better health for you and your family.

**360° Health®** offers access to services ranging from preventive care, case management and care coordination, like:

- Online health and wellness resources
- Discounts on health-related products and alternative medicine therapists
- Guidance and support 24/7
- Condition management to support those with serious health issues

## Why was 360° Health® created?

To provide you with access to various integrated health services programs so you can maximize the value of your health care benefits!

*\* Programs may vary depending on your benefit plan design.*

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**Completely  
Surrounded  
With the  
Information  
You Need**



**360° Health®**  
A Revolution in Care.



## REORGANIZED AND RESTRUCTURED

### The Four Key Areas of 360° Health® are:

#### Health Resources

You can access health and wellness information through a variety of communication channels to help you learn more about various health issues, conditions and treatments, for example:

- Use **Healthy Living, powered by WebMD®** to learn more about specific health topics
- Read member newsletters, and sign-up to receive our free **Women's Health E-Newsletter**
- View **online preventive care guidelines** on health issues for women, men and children
- Listen to **recorded messages on hundreds of health topics** in English and Spanish via BlueChoice On-Call's® Audio Health Library

#### Health Extras

You can take advantage of various opportunities for better health, including:

- Using **discounts offered through Healthy Extensions** for alternative therapies, fitness club memberships and weight management programs
- Accessing a variety of **interactive online programs** offered by WebMD® (*such as tracking tools for diet, fitness and medications*)
- Learning more about **TLC: The Last Cigarette Smoking Cessation Program**

#### Health Guidance

You can receive helpful advice 24/7 for different events (*such as before, during or after a hospital stay*). You can also do the following:

- Access an **online database for hospital quality** information through Healthcare Advisor by Subimo®
- Call a **registered nurse 24/7** via BlueChoice On-Call® at (888) 724-BLUE
- Join our **Baby Connection<sup>SM</sup>** maternity management program by calling (866) 664-5404

#### Health Management

When you need special assistance, we have programs in place that can help you, including:

- **Condition Management programs** (*for diabetes, chronic obstructive pulmonary disease (COPD), etc.*) call (800) 638-4754 to learn more
- **Case Management services** to help you if you need a higher level of support due to complex or high-risk chronic health conditions

## WHEN AVAILABLE AND TO WHOM?

The **360° Health®** program is available to you right now! To learn more, visit the Member section of our Web site at [www.bcbsga.com](http://www.bcbsga.com).

## RESULTS

As you can see, it doesn't matter how you look at it, **360° Health®** offers a complete view of all covered health care services. We're confident this 360° shift will create an even greater level of satisfaction for you!

## WHAT ELSE?

For more information about the **360° Health®** program, visit the Member section of our Web site at [www.bcbsga.com](http://www.bcbsga.com).

