



# Tap into the Power of You

## Blue Cross HealthyExtensions

Get more than basic health care benefits, gain the power to make healthy lifestyle choices with HealthyExtensions<sup>SM</sup>, one of the many programs under 360<sup>o</sup> Health<sup>®</sup>.

Blue Cross of California and BC Life & Health Insurance Company (BlueCross) are proud to offer Blue Cross and BlueCard members HealthyExtensions.

HealthyExtensions is an innovative program that allows you to tap into alternative health and wellness practitioners, fitness clubs and products, and other rewarding health programs at discounted rates. It can be your springboard toward revitalizing yourself and your loved ones.

Combine HealthyExtensions with the preventive care and wellness programs included in your benefits and you're in step with a healthy lifestyle.

When making your purchase, simply tell the vendor or provider that you're a Blue Cross or BlueCard member. Keep your member ID card handy in case it's requested.

### **HealthyExtensions Offers:**

- Information about services offered through an extensive credentialed network of complementary health care practitioners to help relieve stress and achieve nutritional goals
- Information about discounted products and services offered by nationally recognized sources

### **Health and Wellness Practitioners**

When was the last time you felt the tension drain from your muscles? When did you last consume a meal that reduced your waistline while satisfying your appetite and strengthening your heart?

Members receive reduced fees from massage therapists and registered dietitians through **Healthyroads** by American Specialty Health Networks. The practitioners do not belong to a Blue Cross provider network, nor are their services covered under your Blue Cross health care plan.

### **Online Practitioner Listing**

For quick and easy access to a list of massage therapists and registered dietitians go to [www.bluecrossca.com](http://www.bluecrossca.com). At the home page click on *360 Health*, then *Health Extras* and then select *Health Discounts*. You may also call **Healthyroads** at **(888) 289-4325**.

### **Discounted Products & Services**

Whether you want nutritional supplements or aromatherapy, hearing aids or vision care, the independent vendors participating in HealthyExtensions offer you choice and flexibility. And since you're a member, they also offer you discounts on nationally recognized products and services.

For direct links and more information go to [www.bluecrossca.com](http://www.bluecrossca.com). At the home page click on *360 Health*, then *Health Extras* and then select *Health Discounts*.

### **Alternative Health & Nutritional Supplements**

- Save up to 40 percent on health and wellness products, including vitamins and supplements, health-related books and videotapes by **Healthyroads**. Shipping is free. You can also access its guided imagery and mind-body skills programs online through the Blue Cross Web site, at [www.bluecrossca.com](http://www.bluecrossca.com), or by calling **(888) 289-4325**.

### **Hearing Products and Services**

- **HearPO** offers members access to over 3,800 audiology clinics throughout the United States. Receive discounts on hearing aids from seven manufacturers of digital hearing aids (Siemens, Phonak, Unitron, Electone, Sonic Innovations, Rexton and Miracle-Ear). Additionally, receive 40 percent off on all audiology services and testing. To find a provider nearest you, call **(888) HEARING (432-7464)**.

## Family & Self

- **Dynamic Living** is a leading provider of kitchen products, bathroom helpers and unique daily living aids that promote a convenient, comfortable and safe home environment for people of all ages. You will find many problem solvers at Dynamic Living. You'll also find informative articles, tips and ideas to help you solve your day-to-day challenges.

Come browse our online store and save 5 percent on every order! Access Dynamic Living through *HealthyExtensions* at [www.bluecrossca.com](http://www.bluecrossca.com).

- Are allergies, asthma or sinus problems getting the better of you? Need more than tissues to get relief? **National Allergy Supply** offers a 15 percent discount off of already reduced prices for pillow and mattress encasings, air filtration products, compressors/nebulizers and other helpful personal care products. Click on the **National Allergy Supply** link at Blue Cross' Web site, [www.bluecrossca.com](http://www.bluecrossca.com), or call **(800) 522-1448** and mention code "BCC" to receive the discount.
- **Safe Beginnings**<sup>®</sup> offers a 20 percent discount\* on an array of childproofing, baby care and home safety products. Go to [www.safebeginnings.com](http://www.safebeginnings.com) and use member code "DISC" in the Group Sales box to receive the discount. Please call **(800) 598-8911** to request a free catalog.

*\* Some exclusions may apply*

- **Selfhelpworks** offers a 30 percent discount to help you stop smoking, live lean or manage alcohol successfully. Receive the discount for **Living Easy – A program for Stress Management™**, **LivingFree - A Program for Smokers™**, **LivingLean - Weight and Nutrition Program™** and **LivingSmart - Managing Alcohol Before it's a Problem™** online at [www.selfhelpworks.com](http://www.selfhelpworks.com) and use group password "hebca" when you enroll in a program. You may also enroll through the Blue Cross Web site, at [www.bluecrossca.com](http://www.bluecrossca.com), or by calling **(877) 719-9860**.
- **Seniorlink** offers a 15 percent discount on Eldercare Planning Services. You have unlimited free access to the educational materials on their elder care giving Web site, [www.seniorlinkonline.com](http://www.seniorlinkonline.com). If you decide you need the helping hand of a professional elder care expert you may purchase the premium Care Advisory service at a 15 percent discount. Go to the Seniorlink online Web site at [www.seniorlink.com/partner/p15discount.html](http://www.seniorlink.com/partner/p15discount.html), click the *Subscribe Now* link, choose the plan you want, and follow the enrollment wizard. Be sure to use the coupon code "E4E17" to receive the discount!

- There will come a time when your pet needs medical attention. An affordable **VPI Pet Insurance** policy helps you pay the medical costs for your pet's accidents, illnesses and routine medical care. Mention you're a Blue Cross member and receive a 5 percent discount off a core policy. Enroll today at [petinsurance.com/affiliates/bluecrossofcalifornia\\_npr](http://petinsurance.com/affiliates/bluecrossofcalifornia_npr) or call **(800) USA-PETS [872-7387]**.

*VPI Pet Insurance policies are available in all 50 states and the District of Columbia. All applications are subject to underwriting approval. Policies are underwritten by Veterinary Pet Insurance Co. (CA), Brea, CA, National Casualty Co. (Nat'l), Madison, WI, an A+15 rated company.*

## Fitness & Nutrition

- **GlobalFit Discount Health Club Network** includes more than 2,000 participating local, regional and national fitness clubs, such as **Bally Total Fitness, Gold's Gym, World Gym, Powerhouse Gym, Curves For Women**, to fit your needs. Members and their families can save 25 to 60 percent on membership fees and obtain flexible month-to-month health club memberships.\* Call **(800) 294-1500** or visit [www.globalfit.com/bcc](http://www.globalfit.com/bcc) to take advantage of this discount.

*\* GlobalFit discount prices are not offered directly through the health clubs and are only available through GlobalFit. Current or recent past club members are not eligible for the discount.*

- Through **Healthyroads** you have access to a national network of fitness clubs, where you will receive the club's current lowest membership rate for the type of membership selected. To find the club that is right for you, Healthyroads offers an unlimited number of free one-week introductory membership certificates (not to be combined at the same club). To learn more and for a list of participating Healthyroads fitness clubs go to [www.bluecrossca.com](http://www.bluecrossca.com) or call at **(888) 289-4325**.
- **Visit Jenny Craig online** to receive a **Free** 30-day TuneUp program, 50 percent off the 6-month OnTrack program or 20 percent off the one-year Jenny Rewards program, plus a **Free** pedometer. As you continue on the Jenny Rewards program, weekly food discounts grow throughout the year (see Centre for details). The more you lose, the more you save! Call **(800) 597-JENNY** to find your nearest Centre or to learn more about Jenny Direct, the at-home program. Visit [www.jennycraig.com/corporatechannel/bcca.aspx](http://www.jennycraig.com/corporatechannel/bcca.aspx) to receive your special offers coupon.

- **Lindora Lean for Life**<sup>®</sup> offers 20 percent off all regularly priced weight loss programs including the medically supervised **Lindora Lean for Life** available at 35 Lindora Clinics in Southern California, **Lindora Online**<sup>™</sup>, Lindora's innovative "cyber clinic" program, and **Lindora by Phone**<sup>™</sup>, a telephone coaching program. Delicious high-protein, moderate-carbohydrate nutritional products and other weight management tools are also available. Go to [www.lindora.com/bluexcess](http://www.lindora.com/bluexcess) or call (800) LINDORA.
- Receive \$10 off when you sign up for a three-month subscription to **Weight Watchers**<sup>®</sup> **Online**, which offers meal plans, over 1,000 recipes, a weight tracker, an online journal and a newsletter. Go to [www.weightwatchers.com/cs/bluexcessca](http://www.weightwatchers.com/cs/bluexcessca) to receive this discount or to learn more about the program.

### Online Pharmacy

- Save 5 percent on every order at **drugstore.com** and get free shipping on orders of \$49 or more. Furthermore, drugstore.com is the "uncommon drugstore" with more than 25,000 health and beauty products (that's over three times more than your average drugstore!) with no lines or hassles. Access **drugstore.com** through the link at [www.bluexcessca.com](http://www.bluexcessca.com). At the home page click on *360 Health*, then *Health Extras* and then select *Health Discounts*.

### Vision Savings

- Enjoy up to a 30 percent savings on prescription eyeglasses, prescription sunglasses and lens options at thousands of providers nationwide. Choose from private practitioners or leading optical retailers such as **LensCrafters**, **Target Optical**, and most **Sears Optical** and **Pearle Vision** locations. Call EyeMed's toll-free locator service at (866) 680-1180.
- **TruVision** offers members laser vision correction at one of the most affordable prices available. TruVision's participating surgeons have successfully performed over one million procedures using only FDA approved lasers. No interest financing for eighteen months available with approved credit.

Traditional LASIK	\$895 per eye
Custom LASIK	\$1,295 per eye
Bladeless LASIK	\$1,895 per eye where available

- Purchase brand-name contact lenses directly from the manufacturer via mail order. Members save up to 50 percent and receive free shipping through **TruVision** by calling (877) 766-2020.

Call toll-free (877) 766-2020 or visit [www.truvision.com](http://www.truvision.com)

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<sup>®</sup> 360<sup>®</sup> Health is a registered trademark.

[www.bluexcessca.com](http://www.bluexcessca.com)

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