



ResourceBlueSM
www.bcbsks.com/resourceblue

Resource Blue is your online resource for discounts and health & wellness awareness programs.

- Your BCBSKS identification card has **always** been your key to good health, and now it's even more valuable than ever!
- This **value-added** discount and health & wellness awareness program is called **Resource Blue**. There are no enrollment forms to fill out. You're automatically eligible!
- We personally selected the companies and vendors that participate in the program because they too are industry leaders and share our commitment to high quality and excellent service. To access these vendors online, visit us on the Web at **www.bcbsks.com/resourceblue**. If you have questions about a particular discount program, a toll-free number for each vendor is available.
- Be sure to check our Web site regularly or read our health publications for new enhancements to Resource Blue.



An Independent Licensee of the
Blue Cross and Blue Shield Association.

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Complementary & Alternative Medicine

Health & Wellness

Discount Partners



• Discount Complementary & Alternative Medicine

- Massage & Bodywork
- Acupuncture
- Nutritional Counseling
- Exercise & Movement (including Yoga, Pilates, Tai Chi & personal trainers)
- Mind & Body Therapies
- Fitness Centers

For provider network information call 1-877-867-9648 or visit the **Resource Blue Web site**.



• Online Consumer Tools

- Vitamin & Supplement Discounts
- Healing Centers & Kitchen
- Reference Library
- News & Perspectives
- Healthy Reading Program

- Personalized Health Dashboard*
- Health Assessments*
- Health & Wellness Information, Tools & Quizzes
- Disease & Conditions Centers
- Prescription Drug Information & Savings
- Health News
- Health Encyclopedia
- Healthy Options Care Management Programs for Chronic Conditions
 - Asthma
 - Diabetes
 - Coronary Artery Disease
 - Heart Failure
 - High Blood Pressure/High Cholesterol
- Preventive Health Care Guidelines

* Available to registered members, their spouses and dependents.

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Important: Resource Blue discounts do not apply to any services covered by your health plan and do not count toward any deductible, coinsurance, copay or lifetime maximums of such plan. In addition, use or non use of this discount program does not affect your health plan premium.

While Blue Cross and Blue Shield of Kansas is dedicated to offering a quality practitioner network, we cannot guarantee the services or products offered under the program. In addition, we make no claims, promises or recommendations regarding services or outcomes. All the products and services in Resource Blue should be treated as part of your comprehensive approach to health. We recommend that you discuss the use of these services with your physician.

• Vision

EyeMed

- 30% discount on complete pair of eyeglasses including frame, lenses and lens options
- 15% discount on conventional contact lenses

Call 1-866-724-0313

QualSight

- LASIK eye surgery
- Save 40% to 50% off the national average price
- More than 700 locations nationwide

Call 1-866-243-4505

TruVision

- Laser vision correction from TruVision 1-877-568-2020
 - All pricing includes free screening, preoperative exam, post-operative care and TruVision Enhancement warranty
- Services available include:
 - Conventional or Custom LASIK
 - Conventional or Custom PRK
 - Bladeless flap technology
 - Mail order contact lenses

Plan 65 & Plan 65-Select members only —

- Network providers offer discounts on eye exams, contact lenses and frames

Call 1-800-432-3990

• Hearing

- Complementary hearing screening and up to 60% off digital hearing instruments with warranty from **TruHearing 1-877-257-4040**
- Free hearing screening, 25% discount on hearing aids, free hearing aid batteries for one year and a two-year warranty from **Beltone 1-800-BELTONE**