

# ResourceBlue<sup>SM</sup>

[www.bcbsks.com/resourceblue](http://www.bcbsks.com/resourceblue)



## Your easy-to-use resource for valuable 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](http://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.

## Discount complementary & alternative medicine

- Massage and bodywork
- Acupuncture
- Nutritional counseling
- Exercise and movement (including Yoga, Pilates, Tai Chi & personal trainers)
- Fitness centers

For provider network information call 1-877-867-9648 or visit our Web site.

## Online consumer education tools

- Vitamin and supplement discounts
- Healing centers and kitchen
- Reference library
- News and perspectives
- Healthy reading program

## Health assessments\*

- Creates snapshot of your current health and health risks
- Offers advice on how to minimize risks
- 100% secure online questionnaire

## Personalized health dashboard

- Created from your health assessment profile
- Learn more about your current risks
- Discover useful tips on nutrition and prevention

## Healthy Options care management programs for chronic conditions

- Asthma
- Diabetes
- Coronary artery disease
- Heart failure
- High blood pressure/high cholesterol

## Discount Partners

### 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 at 40% to 50% off 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
- Mail order contact lenses through Vision Direct

## 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

\*Available to registered members, their spouses and dependents.

**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.

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