

It's okay to ask for help... Your quality of life matters.

Personal care services are part of your plan.

When you have health concerns, a little extra help can go a long way. That's why your health benefits include personalized services—for care, support and understanding that helps improve the quality of your life, and make health care decisions easier for you and your family.

Whether you're pregnant, or have a common cold, a chronic condition, a complex condition, or even an unexpected health crisis—there's extra help available to you.

- One-to-one health care professionals for support, guidance and answers to your questions.
- Personalized information based on your health care needs, such as health action plans, educational materials and community resources.
- Assistance with coordinating your care with multiple doctors.
- Quality treatment options and cost estimates based on your plan benefits, including office visits, medication, x-rays/images and surgical services.
- Education and support for the member, family and caregiver.
- You choose the level of assistance that you're comfortable with, and decide what's right for you. There's no cost to you, and your medical information is kept confidential.



General or urgent health care questions

Health questions can come up at any time; and you don't have to wait for answers. You'll get answers, plus helpful resources that you can use. Whether you have an immediate health concern, or a general question about your doctor's plan of treatment—the **nurseline²** is always open at **1-877-789-2583**.

Pregnancy and childbirth

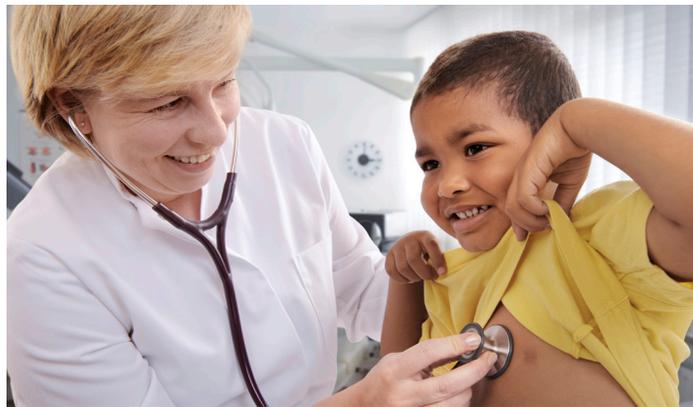
This is the perfect time to join our Healthy Addition[®] program. It's a prenatal education program, and particularly important for those with high-risk pregnancies. You can talk with nurses, and they'll walk you through steps for a healthy pregnancy, birth and baby. Enjoy free educational materials and complementary gifts. **To join, call 1-800-955-7635, Option 6.**

You'll have help
along the way,
so you can focus on
what matters most.

We understand that each person is an individual with unique needs.

If you have an unexpected illness or even a long-term health condition(s), it helps to know what actions to take to manage your health for a better quality of life. We can help with your immediate health concerns and explain what resources are available to you. We have dedicated nurses and programs designed to help you manage chronic conditions such as:

- Diabetes
- Asthma
- Chronic Obstructive Pulmonary Disease (COPD)
- Coronary Artery Disease (CAD)
- Heart Failure
- Depression
- Behavioral Health



Specialized care that requires close monitoring:

- Coordination of complex medical conditions, such as Cancer, Crohn's Disease, Hepatitis C, Multiple Sclerosis, Multiple Trauma, Rheumatoid Arthritis—and more.
- Physician home care for members confined to their home¹.
- Palliative or pain management care to help relieve the pain, symptoms and other stressors of a serious illness.
- Hospice care management for individuals and families dealing with a terminal illness.

We're here to help you understand what you may experience with your condition, help you prevent complications and provide you with extra peace of mind. So you can focus on staying well. **To find out about services available to you, call our Care Consultants at 1-888-476-2227.**

¹ Home care services are provided through Florida Blue's Physician Assessment, Treatment and Consultation at Home (PATCH) Program. At home medical visits are conducted by providers who have contracted to participate in the PATCH program and are only available in certain counties.

² As a courtesy, Blue Cross and Blue Shield of Florida, Inc., D/B/A Florida Blue, has entered into an arrangement with Health Dialog[®] to provide this service. Florida Blue has not certified or credentialed, and cannot guarantee or be held responsible for, the quality of services provided by this vendor. Please remember that all decisions pertaining to medical/clinical judgment should be made with your physician or other health care provider. Florida Blue and Health Dialog[®] do not provide medical care or advice.

Care Consultants
help point you in
the right direction.

Your benefits and costs

Planning ahead can save you a lot of money — and make important decisions easier. Whether it's your first office visit, or a series of ongoing medical treatments or medication, **call our Care Consultants first.** You'll find out how your benefits work, what factors can affect your costs and which programs are available to assist you.

Your member website is available anytime...

You'll find an entire area dedicated to Health and Wellness; explore health symptoms and conditions; assess your personal health, set health goals and track them online. Log in at floridablue.com.

Personal Care Services—at no cost to you

24-Hour Nurseline ² :	1-877-789-2583
Healthy Addition [®] :	1-800-955-7635, Option 6
Care Consultants/ Personal Care Services:	1-888-476-2227
Florida Blue Center:	1-877-352-5830 or visit floridablue.com for locations
Customer Service:	See the back of your ID card