

DISCOVER YOUR PATH TO WELL-BEING



WHAT DO YOU WANT TO BE?



ALL IT TAKES TO ACHIEVE BETTER HEALTH AND WELL-BEING IS A PLAN.

Blue Cross and Blue Shield of Kansas City (Blue KC) is here to give you the support and tools you need to live healthy and be well.



KNOW YOUR NUMBERS

Your path to A Healthier You™ begins with being aware of specific biometric measures:

- BMI
- Blood Pressure
- Blood Sugar
- Tobacco Use Status
- Cholesterol (HDL/ LDL ratio)

The A Healthier You program will host free onsite health screenings where you can learn your important biometric measurements. Visit A Healthier You at [MyBlueKC.com](https://www.mybluekc.com) for locations, dates, and times, and to schedule your screening. This onsite screening is a convenient way to become aware of your biometric measures – key indicators of your current health status.

Optional Physician Screening – If you are unable to attend an onsite screening event, you can schedule a routine screening with your doctor. Visit the A Healthier You portal at [MyBlueKC.com](https://www.mybluekc.com) to download a form. Have your physician complete the form and fax it to A Healthier You.



KNOW YOUR RISKS

A key tool for providing valuable insight into your current lifestyle and health risks is a Health Risk Assessment (HRA). Visit your A Healthier You portal on [MyBlueKC.com](https://www.mybluekc.com) to complete this confidential questionnaire. Once you have completed your HRA, you will be contacted by a Health Advisor to review your results and learn about wellness solutions that will keep you on track.

Through lifestyle coaching, onsite wellness programs, online self-directed lifestyle programs, and much more, A Healthier You provides the resources and support to ensure you succeed. Some of the available focus areas offered include:

- Stress management
- Physical activity
- Healthy eating
- Tobacco cessation
- Weight loss and management
- Condition management
- General well-being



MEMBER EXPERIENCES

"I found out after my screening that I was diabetic. I went to the doctor and found out my blood sugar was 564 and it's supposed to be between 60-100. He suggested I go directly to the ICU. After I got out of the hospital, I started talking to a wellness coach and she really helped me become more knowledgeable about diabetes. Because of the wellness program I'm back to being active and I play basketball at least four days a week now. It's definitely saved my life."

*Robert - Employee of Johnson County Kansas Government
HRA and Health Screening Participant and
Condition Management Program Participant*

IMAGINE REACHING YOUR HEALTH GOALS, FEELING ENERGETIC AND MOTIVATED.



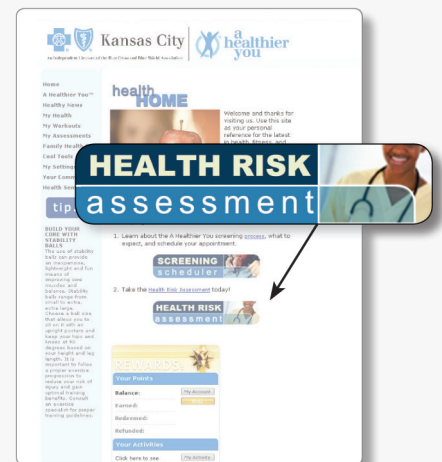
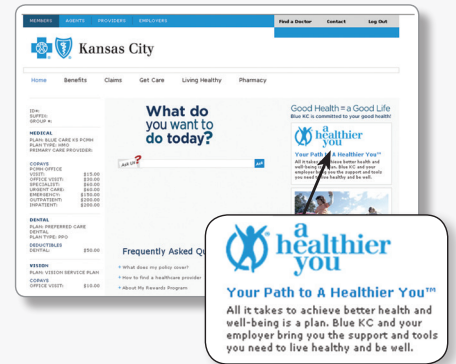
KNOW YOUR PLAN

Get started on A Healthier You at MyBlueKC.com. Log in from a desktop computer or mobile device to find exclusive healthcare resources at your fingertips. Here are a few of the resources found on our site:

- Access your **A Healthier You** programs
- Research health conditions
- Find a doctor
- Monitor your claims activity
- Estimate treatment costs
- Use the symptom checker

CONGRATULATIONS!

The steps you are taking toward a healthier lifestyle are important to living and staying well.



“My lifestyle has changed a lot over the last five months since first talking to my Blue KC health coach. She gave me the jump start I needed to help me change my eating habits and exercise regularly. When I first spoke to my health coach, we set up a one hour walking routine and a way to track my progress. I have also never tracked my food intake, and now I’m really committed to eating smaller portions. Since I have lost weight, it has impacted my quality of life because I want to stay active and committed. Now I don’t have back pain anymore. I wanted to lose thirty pounds, and I’m already halfway to my goal!”

*Blue KC Member - Employee of Kansas City Area Transportation Authority
Telephonic Health Coaching Participant*

BLUE KC IS HERE TO HELP YOU TAKE CONTROL OF YOUR HEALTH.

From losing weight to managing a chronic condition or preparing for a new baby, we offer comprehensive solutions for your well-being.



WELLNESS

The A Healthier You program offers health coaching and wellness solutions to help keep you on track with your health goals. The program is packaged with supportive resources, including timely reminders for immunizations, patient safety information and preventive health tips. To engage in online programs, visit your A Healthier You portal at MyBlueKC.com.



BEHAVIORAL HEALTH

If you or a family member suffers from stress, anxiety, depression, alcohol or substance abuse or any other behavioral health condition, we can help. Blue KC together with New Directions Behavioral Health (an independent company that manages Blue KC's behavioral health benefits) can help you find appropriate care. For more information or a referral to a behavioral health specialist, call the phone number listed on your Blue KC member ID card.



CONDITION MANAGEMENT

Are you or a family member living with a chronic condition? The Healthy Companion™ program is staffed with nurses who can help you manage your health and achieve personalized goals. The program supports members with: asthma, COPD, heart failure, diabetes, heart disease, high blood pressure, metabolic syndrome, stress/anxiety or depression. For more information or to enroll, call **816-395-2076** or toll free **1-866-859-3813**.



DISCOUNTS

Great deals and healthy living are yours as a Blue KC member. Simply sign up for Blue365® and start receiving discounts for local and national companies including 20 percent off at Reebok.com, 25 percent off Polar Heart Rate Monitors, or a gym membership for only \$25 a month. Register today at Blue365deals.com/BlueKC!



PREGNANCY

Getting ready for your new arrival can be both exciting and overwhelming. The Little Stars® Prenatal Program provides educational materials, support from a prenatal care advisor as appropriate, and special incentives. For more information or to sign up, call **816-395-3964** or toll free **1-800-892-6116, ext. 3964**.

* Discounts and offers may not be available for all Blue KC plans due to regulatory requirements. Offers may be cancelled or changed at any time. Blue365 offers access to savings on items that members may purchase directly from independent vendors, which are different from items that are covered under the policies with Blue KC, its contracts with Medicare, or any other applicable federal healthcare program. The products and services described herein are neither offered nor guaranteed under Blue KC's contract with the Medicare program. In addition, they are not subject to the Medicare appeals process. Any disputes regarding these products and services may be subject to Blue KC's grievance process. Blue Cross and Blue Shield Association (BCBSA) may receive payments from Blue365 vendors. BCBSA does not recommend, endorse, warrant or guarantee any specific Blue365 vendor or item.



Kansas City

MyBlueKC.com      

LIVE FEARLESS™ Blue Cross and Blue Shield of Kansas City is an independent licensee of the Blue Cross and Blue Shield Association.

Important Information Rights and Responsibilities: Participation in the A Healthier You program is voluntary. As a participant in the A Healthier You program, you have certain rights and responsibilities. To request a copy of your rights and responsibilities, call 816-395-2121.

Privacy: The A Healthier You program makes every effort to ensure your health information is protected. Protected Health Information (PHI) is handled in accordance with the Health Information Portability and Accountability Act (HIPAA) as well as state privacy law. If you believe your PHI has been inappropriately used or disclosed, you may report your concern to our privacy office by calling 816-395-3784 or toll free 1-800-932-1114.