



*You now have a new,
complimentary member service ...*



Dear BlueAdvantage Member:

When it comes to dealing with health problems, most people benefit from **information** to help them learn more about their conditions. And many want **support** to help them take an active role in making the choices that are right for them.

You can take a step toward a healthier life by taking advantage of **HealthConnect Blue**, a complimentary health information service for BlueAdvantage Administrators of Arkansas members. This program is designed for members who have everyday health concerns and questions or who have ongoing (chronic) health conditions such as diabetes, lung or breathing problems and heart conditions.

By calling this toll-free telephone number – **1-800-318-2384** – you can speak with a Health Coach to get the support and health information you need **24 hours a day, 7 days a week**. Health Coaches are specially trained health professionals such as nurses, respiratory therapists and dietitians. Call as often as you like at absolutely **no cost to you**. You also can access health information online — just go to the **HealthConnect Blue** link at www.BlueAdvantageArkansas.com. By working together with your health-care provider and Health Coach, you'll be better prepared to manage your health and make informed, confident health-care decisions.

Here is what you can get through HealthConnect Blue:

- **A Health Coach to talk to anytime, day or night, 24 hours a day, 7 days a week**
You can call **HealthConnect Blue** at **1-800-318-2384** anytime of the day or night, 365 days a year, and speak with a Health Coach about immediate or everyday concerns. Health Coaches provide health information and support so you can work more effectively with your doctor; Health Coaches do not provide medical advice. **But remember, as always, if your need is urgent and you require immediate medical attention, you should call your physician, contact your local 911 or emergency service, or go to a nearby emergency room as your need requires.**
- **Personalized follow-up calls with your Health Coach about your chronic condition or other health concerns**
Your Health Coach can help provide a better understanding of how to manage your condition and other topics that are important to you, as well as how you might prepare for your next visit with your health-care provider. You'll get caring support from a Health Coach who is ready to listen and help you.
- **Educational materials mailed to your home, at no charge**
Do you want tips on lowering cholesterol? Do you want to know more about a low-salt diet? Would you like information about your heart condition, lung condition or diabetes? **HealthConnect Blue** Health Coaches can send you **information** from nationally recognized sources on a wide variety of topics. **Videotapes** are available on specific topics such as breast cancer, prostate cancer and low back pain. All materials are yours to keep at no cost to you.

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- **Easy Internet access to an “encyclopedia” of valuable health information**

To access **HealthConnect Blue** online, go to the **HealthConnect Blue** link at www.BlueAdvantageArkansas.com. You can quickly find easy-to-understand articles on thousands of health topics. If you don't have Internet access, call a Health Coach to ask for information to be mailed to your home. You also can listen to an audio library, via telephone, on more than 470 health-care topics, from arthritis and anxiety to pneumonia and immunizations. If you have questions after listening, you can call and speak directly with a Health Coach.

- **Healthy reminders throughout the year**

In the coming months, you'll receive information to help you take better control of your health. Depending on your personal health needs, we'll send reminders about important tests or information you may want to discuss with your health-care provider.

As always, we encourage you to talk with your physician to discuss all of your health-care needs. Members who participate in **HealthConnect Blue** may find that the information and support they receive helps them make informed decisions concerning their health care while strengthening their relationship with their physician.

Call **HealthConnect Blue** today at **1-800-318-2384**. We hope you enjoy this new, complimentary member service from BlueAdvantage.

(For our hearing impaired members, access our **TDD** line at **1-800-350-3145**.)

Best of health to you,



Curtis Barnett
Vice President, Operations
BlueAdvantage Administrators of Arkansas

Enclosure