

Blue365® adds even more value to Excellus BlueCross BlueShield membership.

We understand that helping you live healthy life means more than regular doctor visits - it's helping you find time for the things that matter most. Blue365 is a national program that is part of your Excellus BlueCross BlueShield membership that provides exclusive access to information, discounts and savings that make it easier and more affordable to make healthy choices.

Here are answers to the most frequently asked questions about Blue365.

Q. What is Blue365?

A. Blue365 offers access to discounts and savings that are available exclusively to Blue Cross Blue Shield members. You can purchase directly from select vendors by showing your Blue Cross Blue Shield ID card to receive special discounts on products and services for healthy lifestyles. These products and services do not overlap with covered benefits under Excellus BlueCross BlueShield, any applicable federal healthcare program or Medicare. Blue365 complements healthcare coverage by helping you live healthier every day.

Q. Can anyone participate in Blue365?

A. Blue365 is part of every member's plan with Excellus BlueCross BlueShield at no additional cost. Our goal is to add value for you by continuing to improve Blue365.

Q. Is Blue365 another type of healthcare coverage?

A. No. Blue365 is separate from the healthcare coverage. When it comes to living a healthy life, healthcare coverage is just the beginning. Blue365 helps you lead a healthy life outside of the doctor's office and all year round.

Q. Will Blue365 require any reimbursement forms?

A. Blue365 does not require any forms. Instead, you can purchase directly from the vendors online, and/or show your Excellus BlueCross BlueShield ID.

Q. What kinds of offers and companies does Blue365 include?

A. Blue365 includes exclusive discounts from select local companies and industry-leading, national brands in four main categories:

Health and Wellness

Exclusive discounts on health and wellness products and services, including fitness, exercise, nutrition and elective procedures. Choose from Gold's Gym®, Curves®, Snap Fitness™, eDiets®, Kronos Optimal Health®, Davis Vision®, QualSight LASIK®, LasikPlus®, and GlobalFit™. You can also save on hearing aids from Beltone™ and TruHearing.

Family Care

Decision support tools for family care, including how to choose a caregiver or a long-term care insurance provider. Members can also access emotional support to deal with care of a family member from companies like Seniorlink Care™.

Healthy Travel

Blue365 offers exclusive travel savings for healthy spa vacations and wellness getaways from companies like Westin Hotels® and Fairmont Hotels & Resorts.

Financial Well-Being

Blue365 includes information to help plan for healthcare in retirement and learn about Medicare and long-term care insurance.

Q. Will Blue365 cost money?

A. You pay vendors directly for any services you select. Services are offered at a significant discount because Blue365 is backed by the buying power of the 39 independent Blue Cross and/or Blue Shield Plans and their 100 million members. This buying power enables us to negotiate significant discounts and pass the savings on.

Q. If it's not healthcare coverage, why is Excellus BlueCross BlueShield involved?

A. Excellus BlueCross BlueShield cares about maintaining healthy lifestyles and improving your overall health. Blue365 is one way to help you make healthy choices every day and throughout life.

Q. How do you choose Blue365 programs?

A. We started off with information we've learned over the years from health professionals and members. But those were just our starting points. Blue365 will continuously improve with feedback from you. For example, we have placed several "Tell Us What You Think" buttons throughout the Blue365 web site. Go ahead and check out Blue365. We want to hear what works, what doesn't and what people would like to see more of.

Q. How do you select vendors?

A. We use formal reports from government bodies and private ratings agencies, opinions of top medical experts, opinions of experts in the vendor's field, feedback from our members who have used the vendors and independent research by our Blue365 team.

Q. Some of the Blue365 programs don't seem to be directly health-related. Is Excellus BlueCross BlueShield getting into unrelated businesses?

A. No. But we are providing choices that can help members 365 days a year. Here's an example: While caring for parents *and* children, life can become extremely stressful. Caring for parents can involve healthcare coverage, Medicare, nursing homes, day care, retirement savings, living arrangements, money management, diet, exercise and medical care. And that's just for parents. Add to that the pressures of raising children, and you may discover the need for a radical new approach to health and wellness for themselves. We want to be there to help.

Explore all the healthy choices, discounts and more from Blue365 at excellusbcbs.com/Blue365



Blue365® offers access to savings on items that Members may purchase directly from independent vendors. Blue365 does not include items covered under your policies with your local Blue company or any applicable federal healthcare program. To find out what is covered under your policies, call your local Blue company. Blue Cross and Blue Shield Association (BCBSA) and local Blue companies may receive payments from Blue365 vendors. Neither BCBSA nor any local Blue company recommends, endorses, warrants or guarantees any specific Blue365 vendor or item. For more information about Blue365, go to excellusbcbs.com/Blue365.