



# A smart way<sup>s</sup> to stay competitive

SimplyBlue™

Now with more low cost options that keep your business healthy.

Excellus 

[ExcellusSimplyBlue.com](http://ExcellusSimplyBlue.com)

# Finally, low cost health insurance with the coverage your employees need.

## SimplyBlue™ from Excellus BlueCross BlueShield

To attract and keep good employees, it's crucial to offer a competitive benefits package – including affordable health insurance. However, rising health care costs have made it difficult to offer the coverage employees are looking for – until now.

With SimplyBlue™ product suite from Excellus BlueCross BlueShield, you can give your employees an affordable health insurance option that provides them with great coverage, including new online self service tools for checking plan benefits, claims and referral status – plus a monthly health summary!

Plus, we've designed the SimplyBlue™ suite to include a wide range of plan options. We'll work closely with you to tailor a plan that fits your company's budget and needs.

### For \$29 to \$43 per week\*, your employees get:

- Doctor, hospital and outpatient coverage
- Prescription drug benefits



\*This rate represents a 2011 High Deductible Health Plan (HDHP) single option. Annual premium distributed across a 52-week period. Premium range varies by rating region.

# Great coverage. Exclusive advantages.

## Unmatched member benefits

With SimplyBlue™, your employees get the exceptional benefits that all Excellus BlueCross BlueShield members enjoy:

**Blue Cross Blue Shield network** – Coverage wherever you go, with access to 836,000 physicians in the U.S.

**Blue365®** – Exclusive discounts on health and wellness products and services, including fitness, exercise, nutrition and elective procedures. Choose from SnapFitness™, Polar®, Sportsline®, Everlast®, Rebok®, Men’s Health, Woman’s Health, Jenny Craig®, eDiets®, Nutrisystem®, , Davis Vision®, QualSight LASIK®, and LasikPlus®. You can also save on hearing aids from Beltone™ and TruHearing.

New online self service tools for checking plan benefits, claims and referral status – plus a monthly health summary!

## A range of plan designs to suit your needs

PLAN OPTIONS		
<b>Copay Plan</b>	<b>Copay/ Deductible Plan</b>	<b>High Deductible Health Plan (HDHP)</b>
A variety of copay options help you meet your business needs.	More cost-sharing options for you, with Health Reimbursement or Flexible Savings Accounts so your employees save too.	A variety of deductible levels help you control costs, with Health Reimbursement or Health Savings Accounts for your employees.

Choose the plan that meets your employees' needs and keeps your business competitive.

For more information on SimplyBlue™, contact your sales representative or broker, or visit [ExcellusSimplyBlue.com](http://ExcellusSimplyBlue.com)



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A nonprofit independent licensee of the Blue Cross Blue Shield Association

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