

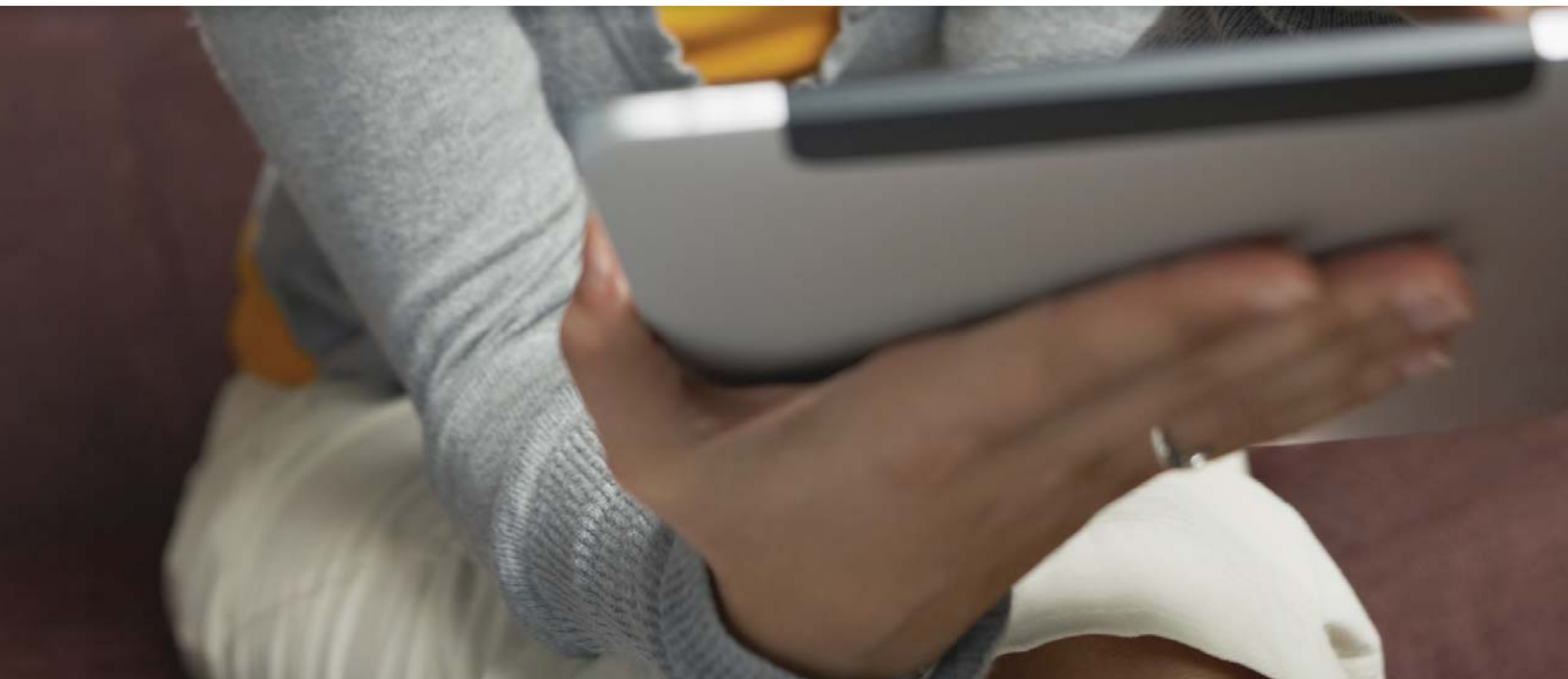


BlueCross BlueShield
of North Carolina

BlueConnectSM



BLUE CONNECT | A personalized website to manage your health care



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GET TO KNOW BLUE CONNECT

you make it personal

The personal way to manage your health care.

Blue Connect is far more than a member services website; it's a personal gateway to the information you need about your health plan. It's also a dashboard you control to display what you want to know about your own health. With Blue Connect, you can:

- + See your deductible, claims and benefits in an instant so you know exactly where you stand.
- + Finish tasks quickly; pay your bill, find HRA and HSA details and other financial tools you need.
- + Get health tips, articles and videos on everything from weight loss to prescription costs to dental health.

And now, with the Blue Connect Mobile App for iPhone® and Android™, you can see your health information any time you need it, 24/7. Go to bcbsnc.com/mobile for details or search for Blue Connect on iTunes or Google Play.

You're in the driver's seat – the Blue Connect dashboard helps you take control.

Learn more about your own health – from preventive care to getting and staying fit to managing illness – faster and easier than ever before. The bottom half of your Blue Connect homepage has colorful, clickable “tiles” that open the pages where you'll find the health tools and information you want. Try:

- + **Things You Should Know** – personal, timely and relevant health plan information delivered to you.
- + **My Interests** – you select the tools and resources you use most, then add any fun or interesting topics you like.

You'll find a range of subjects on health & wellness, managing health care costs, using social media and more. You control the My Interests tiles displayed by adding, deleting and arranging them just the way you like.

BLUE CONNECT a better experience

When you need answers now, Blue Connect makes finding them really simple.

Your Blue Connect dashboard has a moving speedometer, just like your car, to give you a quick snapshot of your:

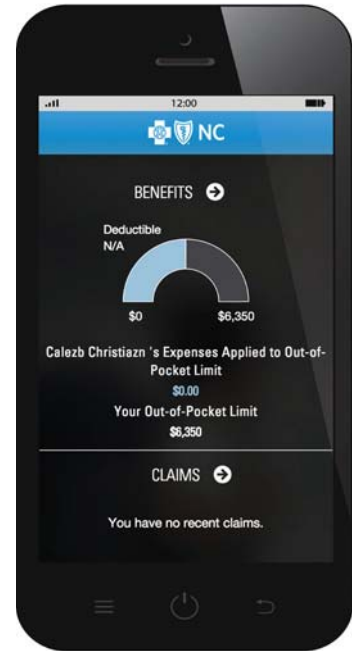
- + **Benefits** – see your deductible, amount applied to your deductible and out-of-pocket limit; click the Benefits arrow to move to your Benefits Information page where you'll find detailed information about your benefits, your Explanation of Benefits (EOB), prior review info, and a Summary of Benefits and Coverage.
- + **Claims** – shows summary information for your most recent claims. Go to the Claims Information page by clicking the Claims arrow to see which of your claims have been processed.

The Blue Connect dashboard means less searching and frustration for you.

When it's easy to find the right information about your health plan, making better decisions about your health is easier, too.

Let us show you where to get what you need.

When you register on Blue Connect, you can take a virtual tour to see how it works and see answers to members' Frequently Asked Questions (FAQs). Log in or register at BlueConnectNC.com.

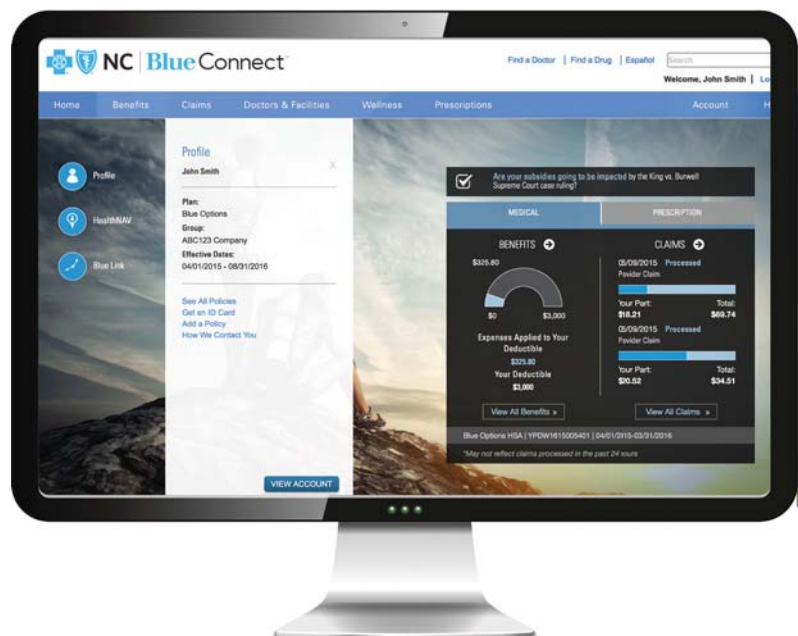


PROFILE

Profile lets you see your account details and health plan start date so you know we have the right information on file for you.

- + Get member ID cards.
- + See the policies you have now.
- + Add or link another policy to your Blue Connect account (like a dental policy).
- + Tell us what information you want to get from us and how you want to get it; choose postal mail or email, and soon we'll have text messaging available, too.

Go to BlueConnectNC.com then click Profile.



CONNECT YOUR DATA to reach your goals



Blue Link lets you see a clear picture of your health.¹

- + Get all your health and wellness data in one place so you can see connections (like how using your cell phone to check emails before bed can interrupt your sleep).
- + Capture data with 60+ wellness and lifestyle apps and devices, or enter your data into Blue Link yourself.
- + Set a goal, then link your health and fitness devices and apps to help you reach it.
- + Choose what you want to do: lower high blood pressure, breathe better even with asthma, have less back pain, train to win a 5k or find more “me” time.
- + Make “Aha!” discoveries about your life that you can take action on. Blue Link will show you action plans, apps, devices and services based on how you use it.
- + Connect with friends and family who care about health, too. Getting healthy is always better with a team. Find a partner or join a group to step up your chances of reaching your goals.
- + Subscribe to the content channels you like, from nutrition to stress management, and have the articles you want to read delivered right to your Blue Link homepage.

Go to BlueConnectNC.com then click Blue Link.

Links 60+ apps & devices!

Here are just some of the apps Blue Link connects:

- + dailymile
- + Endomondo
- + Facebook
- + Fitbit
- + Foursquare
- + Garmin
- + Gmail
- + Goodreads
- + Google Calendar
- + iHealth
- + Instagram
- + Jawbone
- + JustGiving
- + Klout
- + Last.fm
- + LinkedIn
- + MapMyFitness
- + MoodPanda
- + MyFitnessPal
- + Walker Tracker
- + Withings
- + And more!

You can also add data manually if you like.



EXPLORE YOUR OPTIONS for quality care



HealthNAV takes the mystery out of health care.¹

It isn't always easy to be an informed consumer when it comes to medical care. How do you know you're making the right choices? Getting the best care? Not paying too much?

HealthNAV, our suite of online search tools, puts the answers right in your hands.

- + Find doctors, specialists, hospitals and pharmacies based on where you are, whether that's around the corner or across the state.
- + Compare doctors; see their title, quality and performance ratings, and experience; or find one that speaks your language.
- + Compare the estimated cost of doctors, hospitals, drugs and treatments before you get there.
- + Search for urgent care centers near you, even while you're on the go.
- + Read nationwide reviews to see how others feel about the doctors you're thinking of using. Then, submit anonymous reviews of your own.



HealthNAV goes where you go...

Smart phone, tablet or computer.
Get to HealthNAV through Blue
Connect no matter where you are.



Compare the costs.

Did you know the cost of a service or procedure can vary widely? Same holds true for prescription drugs. HealthNAV has the tools to help you see your potential costs before you go.

Our Medical Cost Estimator helps you find 400+ low-cost, high-quality services and procedures covered by your plan.

- + Estimates break down what you might pay, what your plan might pay (what's deductible, what's coinsurance) and other costs.
- + Search for specific treatments like back, hip or knee surgery, broader categories like wellness and women's health, or use the search box to see all your options.

Go to [BlueConnectNC.com](https://www.blueconnectnc.com) then click HealthNAV then select Find a Doctor, Facility or Medical Costs.

Find a Pharmacy searches for local and national chains to help you save money.

- + Search for a drug store or pharmacy in your BCBSNC network by name, ZIP Code, city, state or home address.
- + Find prices for the drugs you need at the store or pharmacy you want to use.
- + Filter results by what the pharmacy has in stock, open hours, and preferred status.

Go to [BlueConnectNC.com](https://www.blueconnectnc.com) then click HealthNAV then select Find a Pharmacy.

Our Drug Cost Estimator gives you more choices to help you lower your drug costs.

- + See what's covered, the possible cost to you, and find new ways to save.
- + Search by drug name or your medical condition.
- + See drugs you can get delivered at home through PrimeMail®.
- + Learn what can happen when different drugs are taken together so you can speak with your doctor.

Go to [BlueConnectNC.com](https://www.blueconnectnc.com) then click HealthNAV then select Compare Drug Options & Cost.

Urgent Care Centers save you money and give you high-quality care fast.

- + Find a center based on GPS or ZIP Code with our Blue Connect app.
- + Get fast, one-touch dialing with the click-to-call feature.
- + Find centers across the US; you can search even while you're away from home.
- + Get many of the same medical services, including X-rays and treatment for allergies, asthma attacks, bone fractures, burns and more that you'd get at your family doctor or local emergency room.

Go to [BlueConnectNC.com](https://www.blueconnectnc.com) then click HealthNAV then select Find a Doctor, Facility or Medical Costs.





MORE HEALTH & WELLNESS

Blue Connect puts the focus on you

Blue Connect brings you more great health and wellness tools.

BCBSNC wellness tools and programs support healthy living and may help you control a number of health conditions. Try one or more of these great programs to bring better health and wellness to your life:

- + **Healthy Outcomes** offers learning tools, programs and videos to help you learn about and control chronic health conditions and live a healthier life. You'll find condition care, health seminars, preventive care and a health encyclopedia.²
- + **Blue365[®]** gives you special savings on health products and services, including gym memberships, laser eye surgery, eye care, healthy eating and family activities.³
- + **Health Line BlueSM** lets you call a nurse 24 hours a day, 7 days a week, to get answers to your health and wellness questions.⁴

Go to BlueConnectNC.com then click Wellness.

Blue Connect . . . so much more than member services

Blue Connect goes well beyond member services, beyond giving you details about your health plan. It's a personal online dashboard that puts the power of good health in your hands.

Get Connected

Log in or register at
BlueConnectNC.com

¹ Blue Cross and Blue Shield of North Carolina offers several decision support tools, such as HealthNAV and Blue Link, to aid you in making decisions around your health care experience. These tools are offered for your convenience and should be used only as reference tools. You should consult your own legal counsel, tax advisor or personal physician as applicable throughout your health care experience.

² Blue Cross and Blue Shield of North Carolina (BCBSNC) provides these programs (online programs, Condition Care) for your convenience and is not liable in any way for the goods or services received. BCBSNC has contracted with third-party vendors independent of BCBSNC to bring you some of these programs. Benefits available are subject to a member's current health plan benefits and some benefits may be different for members of BCBSNC's high-deductible health plans. These programs provide tools to aid in health improvement, and results are not guaranteed. Decisions regarding your care should be made with the advice of your doctor. BCBSNC reserves the right to discontinue or change these programs at any time without prior notification.

³ 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 BCBSNC. Any disputes regarding these products and services may be subject to BCBSNC'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. This program may be modified or discontinued at any time without prior notice.

⁴ BCBSNC provides the Health Line Blue program for your convenience and is not liable in any way for the goods or services received. BCBSNC reserves the right to discontinue or change the program at any time without prior notice. Decisions regarding your care should be made with the advice of a doctor. Depending on your plan, selected programs may not be available to you at this time. Check with your benefits administrator or BCBSNC Customer Service to determine your eligibility. BCBSNC has contracted with a third-party vendor independent from BCBSNC to bring you Health Line Blue.

BLUE CROSS[®], BLUE SHIELD[®], the Cross and Shield symbols and SM are marks of the Blue Cross and Blue Shield Association, an association of independent BlueCross and Blue Shield Plans. SM1 is a mark of Blue Cross and Blue Shield of North Carolina. All other marks are the property of their respective owners. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. U10723, 7/15