



**BlueCross BlueShield  
of Louisiana**

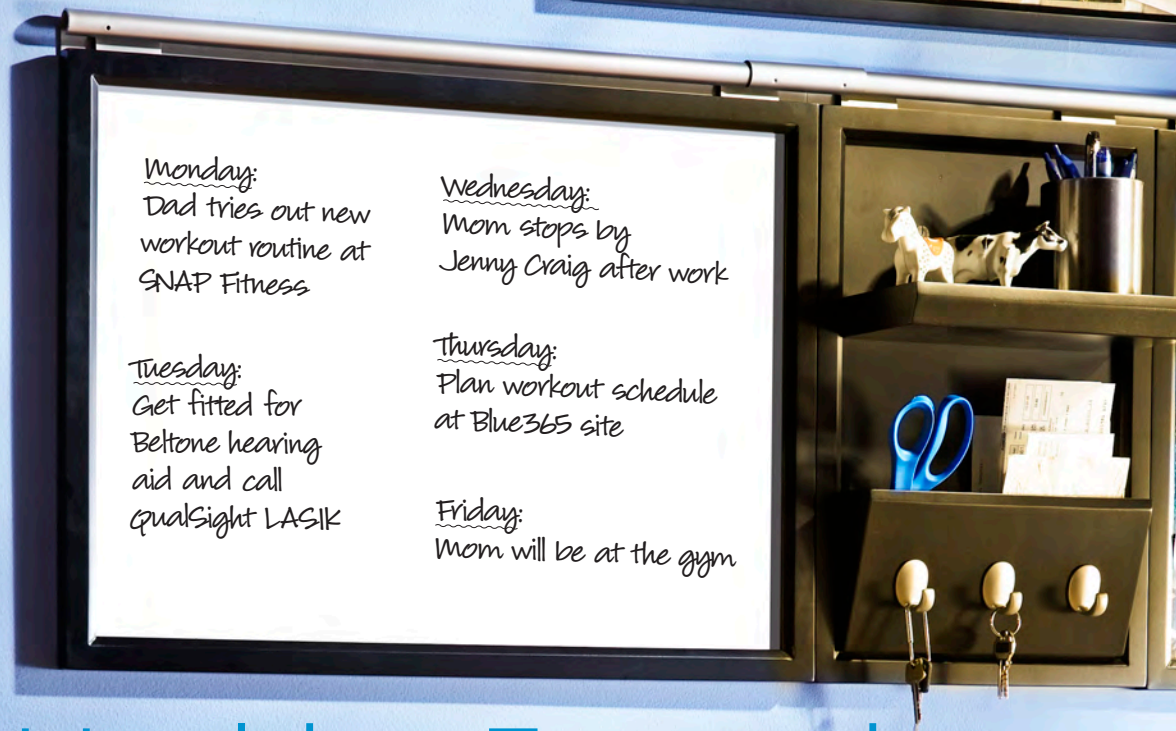
An independent licensee of the Blue Cross and Blue Shield Association.

Blue Cross and Blue Shield of Louisiana incorporated as Louisiana Health Service & Indemnity Company



**HMO  
Louisiana, Inc.**

A subsidiary of Blue Cross and Blue Shield of Louisiana,  
independent licensees of the Blue Cross and Blue Shield Association.



Monday:  
Dad tries out new  
workout routine at  
SNAP Fitness

Wednesday:  
Mom stops by  
Jenny Craig after work

Tuesday:  
Get fitted for  
Belton hearing  
aid and call  
QualSight LASIK

Thursday:  
Plan workout schedule  
at Blue365 site

Friday:  
Mom will be at the gym

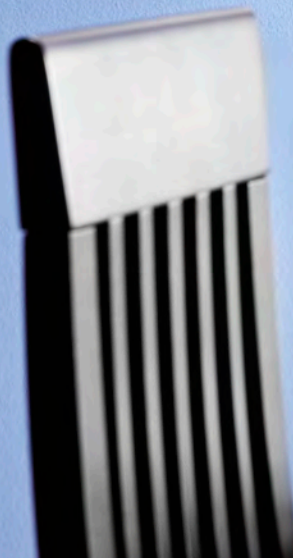
# Healthy. Every day.

Great wellness discounts and valuable information you can use all year long.



**Blue365**

Your resource for living healthier.



# Healthy Choices

Need help getting in shape or eating a balanced diet? Achieving your health and wellness goals has never been so easy. Blue365 puts guidance, assistance and unique value at your fingertips so you can live healthier every day of the year.

## FITNESS



Get fit, feel great and be well. Snap Fitness, with convenient locations near home, work and worldwide, offers you a 50% enrollment fee discount, plus 5% off monthly dues, 10% off personal training and many other FREE bonus perks. More than \$300 in value! Enjoy a better experience and better results at a better price. This discount offer is available to new Snap Fitness members who join through Blue365.



Blue365 members can kickstart their workouts with special discounts on Polar heart rate and activity monitors. The best way to improve fitness and see results is to work out at the right intensity – making sure you're not doing too much or too little. Use Polar as your wrist-based personal trainer and calorie counter to motivate you each and every time you work out.

## Reebok

Reebok is giving Blue365 members exclusive discounts from their online and retail stores. Enjoy 20% off footwear and apparel purchases from the online store, or visit a Reebok retail store and save 15% on purchases.



Anytime Fitness makes it easy for Blue365 members to get in shape by offering a 50% discount on the enrollment fee and a free 90-day membership to Anytime Health, a website dedicated to nutrition, fitness, disease prevention and management. Blue365 members also receive a free 7-day guest pass at any participating Anytime Fitness.



# Blue365 BCE



## WEIGHT CONTROL

*Jenny Craig*

Join Jenny Craig and receive a FREE 30-Day Program.\* Jenny Craig will design a personalized, comprehensive program that fits your lifestyle, plus you'll get one-on-one support from your very own personal consultant. This discount offer is available to new Jenny Craig members who join through Blue365. *\*Plus the cost of food.*

**Nutrisystem**

Nutrisystem has new food programs to meet your needs. Save an extra 12% on any 28-Day program order and get an extra week of food, in addition to the current predominant offer on nutrisystem.com. This discount offer is available to new Nutrisystem members who join through Blue365.

**eDiets**

With more than 20 different diet plans to choose from, you're sure to find your perfect match! Plus, Blue365 members enjoy special exclusive discounts: 25% off any online diet or 15% off the eDiets Meal Delivery program. Start today with the FREE eDiets profile.

## Family Care

From navigating the Medicare maze to finding the right care for an older loved one, Blue365 offers support and information for the health needs of seniors.



### ELDERCARE CONCIERGE SERVICES

Access unbiased reference information about your eldercare and caregiver options and professional advisory services via Seniorlink Care. Get 17% off three months of access fees or 25% off 12 months of access fees.



# 3SLA Member

# Healthcare Resources

Caring for yourself and your loved ones doesn't need to be complicated. Learn how to make the most of your healthcare decisions and spending with these resources.



Service Benefit Plan members can receive routine eye exams, frames, lenses, conventional contact lenses and laser vision correction at substantial savings when using Davis Vision network providers. Members have access to almost 27,000 providers including optometrists, ophthalmologists and many retail centers. Visit us online today or call 1-800-897-9350.



Call QualSight LASIK and save 40 to 50% off the overall national average price for LASIK. QualSight offers more than 800 locations and features a credentialed network of the nation's most experienced LASIK surgeons. Flexible financing is available with payments as low as \$43 per month. Call 1-877-283-2010 for a location near you.



The Beltone Experience is all about patient satisfaction. With more than 1,400 locations and highly trained professionals and friendly service, you can expect an experience that is convenient, professional, and caring from a global leader in hearing healthcare.



TruHearing is offering Blue365 members great savings on hearing aids along with a Lifetime Wholesale Membership Program with hearing aids from four of the world's leading manufacturers; this program includes hearing aid batteries for life. TruHearing has more than 1,300 offices nationwide and provides Blue365 members with the DVD "A Guide to Better Hearing" prior to your free hearing screening.

# Recreation and Travel

To make sure you're living healthy every day, Blue365 offers access to helpful tips, quality healthcare and reinvigorating experiences wherever you may roam.



Fairmont Hotels & Resorts invites you to enjoy our Fairmont Blue365 offers. Find your energy! Whether you are experiencing our Fairmont Fit program or visiting the Willow Stream spa, stir your imagination and rekindle your passion for living well.



Westin invites Blue365 members to experience the Westin Difference when you travel. Starting from your arrival to a warm welcome, our menu of delicious SuperFoods that recharge and refuel you, restorative spa treatments customized to your needs and unwinding at the end of the day in our heavenly beds, your road to renewal begins and ends at Westin.

# Financial Health

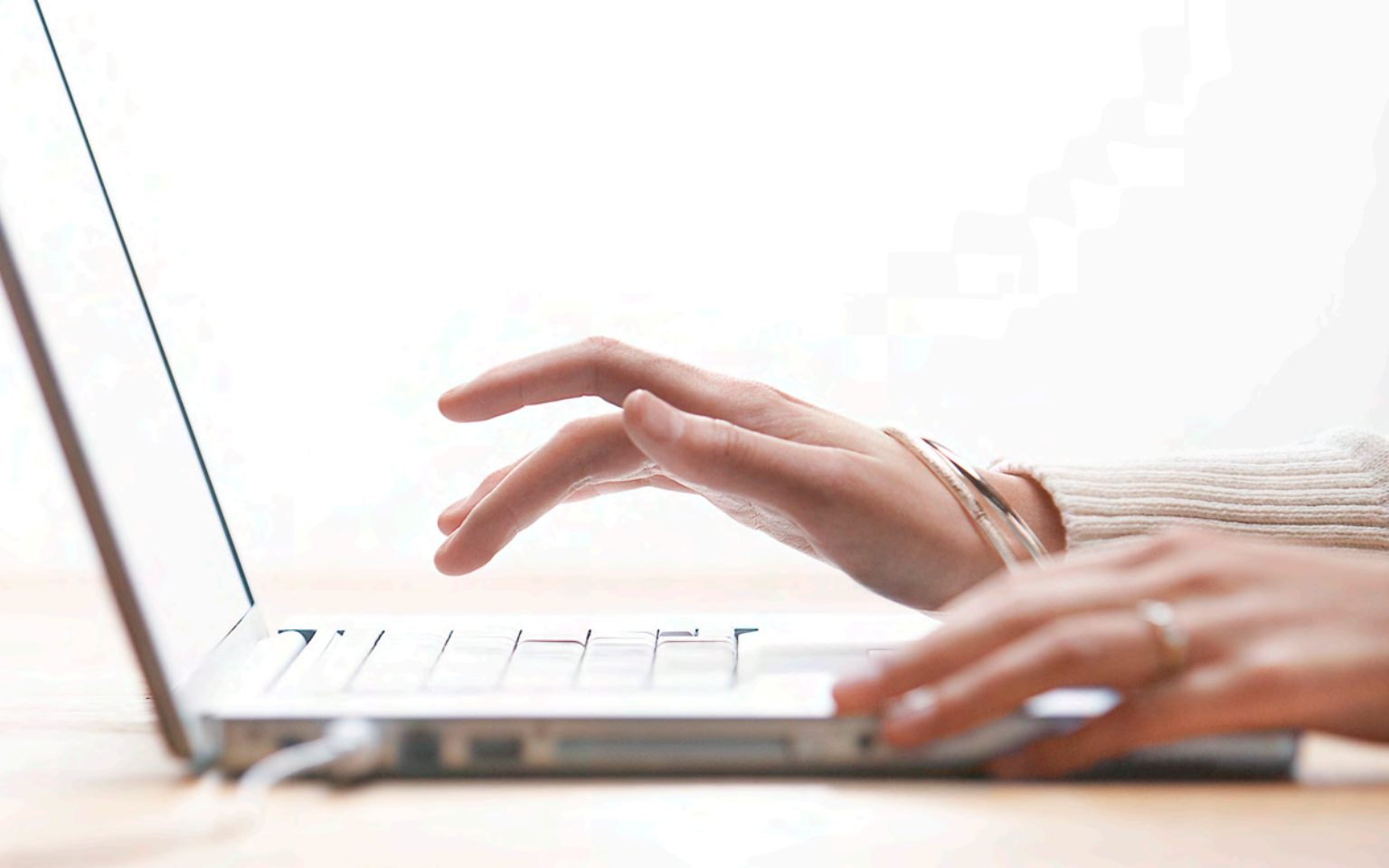
Just in time for tax season – now Blue 365 gives you access to tax experts at H&R Block!



You can save up to 25% on federal tax preparation when you prepare your own taxes with H&R Block At Home™.

With H&R Block At Home online solutions, you do your own taxes by following the simple, step-by-step Q&A that searches for hundreds of deductions to help you receive the maximum refund!

# er Discounts



## **Blue365<sup>®</sup>**

Adding power to your wellness plan every day.

**Blue Cross and Blue Shield of Louisiana** offers its members a Wellness Program featuring resources to help them make healthy choices. Now Blue365 makes your wellness program even more valuable. With **exclusive value-added discounts** and offers on programs and services from leading national companies, and new companies added regularly, Blue365 gives you exactly what you need—an easy-to-use, valuable resource to help you make decisions about wellness while you save on healthy programs and services.

**To access these discounts, you must log in to your account at [www.bcbsla.com](http://www.bcbsla.com).**



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# CUSTOMER SERVICE

## BATON ROUGE

**225.293.0625**

**800.599.2583**

**[www.bcbsla.com](http://www.bcbsla.com)**

**5525 Reitz Avenue**

**Baton Rouge, Louisiana 70809-3802**

\* Independent companies that do not provide Blue Cross and/or Blue Shield products or services and are solely responsible for the services provided.

Blue365® offers access to savings on items that Members may purchase directly from independent vendors, which are different from items that are covered under your policies with your local Blue company, its contracts with Medicare or any other applicable federal healthcare program. To find out what is covered under your policies, call your local Blue company. The products and services described herein are neither offered nor guaranteed under your local Blue company'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 your local Blue company's grievance process. Blue Cross and Blue Shield Association (BCBSA) and local Blue companies may receive payments from Blue365 vendors. Neither any local Blue company nor BCBSA recommends, endorses, warrants or guarantees any specific Blue365 vendor or item.