

Blue Prints

2009 VOL. 7, ISSUE 1 | Blue Cross and Blue Shield of Louisiana Celebrates 75 Years of Service

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Committed to Your Health

As a new year takes shape, most of us resolve to get healthy. At Blue Cross, we share your commitment to good health. Most importantly, we're committed to providing you with the health guidance, online tools, wellness programs and access to quality, affordable healthcare that can help you reach that goal.

It starts with delivering value, from our competitively priced healthcare plans and robust networks of doctors and hospitals to our more than 40 value-added wellness services and programs designed to keep you in good health.

As a health guidance company, we're making it our mission to educate you — our customers — about the value of wellness and how our services and programs keep you healthy.

Learn more about our health guidance and wellness tools and programs. They include:



Health Plan Management: Easy-to-use online health tools to manage your account and personal health records to keep track of your health information.



Quality Care: A comprehensive provider network paired with online tools, resources and information to help you identify the doctor or hospital that's right for you.



Health and Wellness: Fun and interactive wellness programs designed to motivate you to take steps to a healthier lifestyle.



Health Services: Health education, wellness education and outreach to customers who have conditions such as diabetes and heart disease.



Coverage Information: Web tools that help you choose the best coverage plan for your health needs, lifestyle and budget. Plus, we provide wellness benefits and discounts on vision and hearing on most plans.

Throughout the year, we will provide you with more information about the wellness services, tools and programs available to you from the Cross and Shield — the only Louisiana-grown health guidance company with 75 years of commitment to our customers and our state.

To learn more today, visit our website at www.bcbsla.com.



Are You Eating Too Much?

How to judge portion sizes at mealtime

With ever-growing portion sizes in restaurants and at home, it's sometimes hard to tell the size of a single serving. To calculate a serving size accurately, you should weigh or measure your food, but that's not always practical — especially when eating out.

Try comparing serving sizes of different foods to everyday objects. For example:

- Three ounces of meat or poultry compares to a deck of cards
- One medium fruit is the size of a baseball
- One-half cup cooked pasta, rice or potato equals half a baseball
- Two tablespoons of peanut butter compare to a Ping-Pong ball
- One and one-half ounces of low-fat cheese equals four stacked dice
- For more food portion tips, go to www.Louisiana2Step.com

Source: U.S. Department of Health and Human Services



**BlueCross BlueShield
of Louisiana**

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Your Health. Our Commitment.

www.bcbsla.com

Blue Cross and Louisiana First Lady Honor Angel Award Winners

Louisiana First Lady Supriya Jindal recently joined the Blue Cross and Blue Shield of Louisiana Foundation in recognizing eight volunteers from across our state who do extraordinary work for at-risk children.

Jindal was the mistress of ceremonies at the Blue Cross Foundation's annual Angel Award ceremony in Baton Rouge. The Angel Award program was created in 1995 to honor outstanding Louisiana volunteers who improve the welfare of children. Each of the eight recipients is awarded a \$20,000 Foundation grant to support a charitable organization of their choice.

"Louisiana and Blue Cross are both working toward the same goal: We're trying to create a healthier Louisiana, and that includes investing in our children," Jindal said. "It was a pleasure to help recognize this year's eight Angel Award honorees who are truly making a difference in Louisiana communities."

Peggy Scott, president of the Blue Cross and Blue Shield of Louisiana Foundation, said the Angel Award is part of the company's commitment to improving the quality of life in Louisiana. "In addition to recognizing the often unsung heroes in our communities, the Angel Award helps increase awareness of children's needs throughout the state and provides resources to help address them," she said.

Efforts of the 2008 Angel Award recipients range from launching innovative school programs to helping abused or neglected children. The winners were Chris Broussard of Minden, Dr. Raymond Hicks of Shreveport, Cherry Seal of Glenmora, Ellen "Deedee" Suthon of Covington, and Baton Rouge residents Carolyn Carnahan, Shirley Porter, Dee Robinson and Ella Rein Wheeler.

Save Money with Quality Generics

When it comes to your healthcare, the quality and effectiveness of your treatment is the most important concern. But cost counts too. Thankfully, you can save on your prescription medications without compromising quality.

Some medications cost more but don't do more. So you don't get the most for your money. Generic drugs are a safe and inexpensive option to consider. After all, generics are basically "copies" of brand-name drugs. According to

the U.S. Food and Drug Administration (FDA), they are safe and effective, and they cost less than expensive brands. You pay your plan's highest copayment level for brand-name products.

Your plan allows you to pay the lowest possible copayment for generic products. So, when a generic medication is proven clinically effective in treating your condition, you can save valuable dollars on your prescription.

In some cases, even when a generic equivalent of your medication is not available, a generic alternative may be purchased (if prescribed by your doctor). A generic alternative is a similar medication that treats the same condition as the brand-name medicine but is less expensive than the brand. In other words, a "generic alternative" is a different drug to treat the same condition.

Only you and your doctor can make decisions for your healthcare. You can find out more about your prescription drug plan and covered medications on our website at www.bcbsla.com/pharmacy. Then talk to your doctor to find the most effective medication and the best buy ... whether it is a brand-name drug, a generic equivalent or a generic alternative.



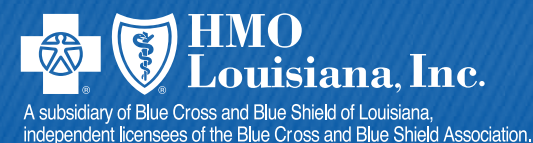
Discover the Difference!

Brand-name drug: A drug that has a trade name and is protected by a patent (can be produced and sold only by the company holding the patent). When the patent protection for a brand-name drug expires, generic versions of the drug can be offered for sale if the FDA approves it.

Generic: A generic drug is a copy of a brand-name drug in dosage, safety, strength, how it is taken, quality, performance and intended use.

Generic equivalent: This medication is made with the same active ingredients at the same dosage as the brand medication.

Generic alternative: A drug that is made with different ingredients (chemicals) than a brand-name drug or its generic equivalent but that may be used to treat the same condition.



Have a question about your coverage?
Call Customer Service at 1.800.495.BLUE
or use the secure web form in the
Customer section at www.bcbsla.com.

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