

**BlueSense from Blue Cross offers maximum healthcare coverage with lower premiums and new copayment options. Smart coverage. Sensible solutions.**

Introducing BlueSense, comprehensive Blue Max coverage options with affordable premiums to help you manage your healthcare costs wisely. With BlueSense, you get the best of both worlds: maximum benefits with minimum worry — plus the predictability of copayments for doctor visits on most plans.

And with four smart new options, you can choose the deductible and plan that saves you the most on your premium!

BlueSense lets you manage your health — and your healthcare dollars — sensibly.

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

BlueSense refers to Blue Max policy number 40XX0551.



**SMART COVERAGE. SENSIBLE SOLUTIONS.**

## CHOOSE FROM FOUR SMART NEW OPTIONS THAT OFFER MAXIMUM COVERAGE AND MINIMUM WORRY!

### \$750 Deductible Plan - \$50 copayment

- Lifetime protection of \$5 million for each covered family member
- Preventive and wellness care benefits
- Inpatient hospital and outpatient medical expenses
- Prescription drugs and emergency room coverage
- 80%/20% In-network coinsurance  
60%/40% Non-network coinsurance

### \$1,000 Deductible Plan - \$50 copayment

- Lifetime protection of \$5 million for each covered family member
- Preventive and wellness care benefits
- Inpatient hospital and outpatient medical expenses
- Prescription drugs and emergency room coverage
- 80%/20% In-network coinsurance  
60%/40% Non-network coinsurance

### \$2,500 Deductible Plan - \$50 copayment

- Lifetime protection of \$5 million for each covered family member
- Preventive and wellness care benefits
- Inpatient hospital and outpatient medical expenses
- Prescription drugs and emergency room coverage
- 70%/30% In-network coinsurance  
50%/50% Non-network coinsurance

### \$5,000 Deductible Plan No copayment

- Lifetime protection of \$5 million for each covered family member
- Preventive and wellness care benefits
- Inpatient hospital and outpatient medical expenses
- Prescription drugs and emergency room coverage
- 70%/30% In-network coinsurance  
50%/50% Non-network coinsurance

*No worries . . . no surprises. Just sensible solutions and SMART coverage!  
Lots of it . . . and for less, with copayments that help you manage your healthcare costs sensibly.*

This is an informational insert only and is not a contract nor intended to be construed as a contract. If there is any discrepancy between the language in this insert and the language in Blue Max contract #40XX0551, the contract language will prevail.

**Play it smart and maximize your coverage TODAY.**

**FOR MORE INFORMATION CALL**

**Alexandria 318.442.8107 • Baton Rouge 225.295.2527 • Houma 985.853.5965 • Lafayette 337.231.0005  
Lake Charles 337.480.5315 • Monroe 318.398.4955 • New Orleans 504.832.5800 • Shreveport 318.795.4911**



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

