

Staying healthy just got less expensive



Great discounts and valuable information you can use all year long—Blue365

You can save BIG on a wide variety of healthy products and services through our members-only discount program—Blue365*. Take advantage of exclusive discounts at select local companies and leading, national brands for your everyday health and wellness or family care—even healthy vacation destinations! Save up to 60% on fitness clubs, exercise equipment, contact lenses or glasses, nutrition and weight management programs, massages, vitamins and so much more! Even financial information on health-related issues such as Medicare and long-term care insurance or advice on caregiver services for elderly family members—all included as part of your Blue membership.

Exercise and Weight Management

Nutrisystem® Weight Management Discounts

Save an extra 12% on any 28-day program order and get an extra week of food. Get 10% discount on the advance line program if a member purchases two consecutive auto-ship orders.

eDiets®

- ✓ Get \$25 off membership in customized, online diet and fitness programs, with no enrollment fee.
- ✓ 25% off a fresh meal delivery program, \$50 off fresh meals.

Jenny Craig® Weight Management Discount

- ✓ You and your eligible dependents can enjoy a FREE 30-day trial program†, 50% off of the 6-month Program† and 25% off the 1-year Premium Success Program†.
- ✓ Plus a FREE welcome kit, dining out guide, cookbook, water bottle, pedometer, snacks, reusable grocery bag, and freezer bag.

†Plus the cost of food and shipping, when applicable. Discounts apply to membership fee only. Offer good at participating Centers and Jenny Direct® in the U.S., Canada and Puerto Rico.

Snap Fitness®

Get 50% off the current enrollment fee, a 7-day free equipment trial for new members, a complimentary 1-month online nutrition and meal planning membership, and more.

Apparel and Gear

Polar

Save up to 25% on a selection of heart rate monitors that will allow you to track your progress, plus get recommendations on choosing a type of exercise, access training programs tailored to individual level and goals, and much more.

Reebok

- ✓ Make a purchase of footwear and apparel from the online Reebok store and receive a 20% discount and free shipping on the entire order (enter Promo Code REEBOK365 at checkout on reebok.com).
- ✓ At Reebok outlet stores when you use one of the online coupons you'll receive 15% off the entire purchase.

It's easy to find out all the details for these exclusive savings—the information is available online 24/7 for your convenience.

Simply visit bcbsfl.com and log on to MyBlueServiceSM. From there, go to “Member Resources,” and then “Member Discounts.” Click on the category that interests you to learn how to take advantage of specific offers. New products and services are being added to the member discount program all the time—so check back often for new savings opportunities.

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- ✓ Plus each quarter there are additional specials just for our members, including Reebok Friends and Family events at 30% off and free shipping at Reebok.com, and 40% off at Reebok Outlets.

Everlast

Your employees can enjoy a 20% discount on fitness-related sporting goods equipment, apparel, footwear, and accessories.

Men's Health/Women's Health

Members will receive a 10% discount on fitness kits designed by the editors of *Men's Health* and *Women's Health* magazines. These total body program-based work outs have everything they need to get back in shape!

Sportline

Your employees can receive up to a 30% discount on pedometers, heart monitors, and other products designed to help them achieve their fitness goals and live a healthier lifestyle.

Health and Wellness

Chiropractors, acupuncturists, massage therapists, and dieticians

Members have an opportunity to access a national network of over 20,000 chiropractors, acupuncturists, massage therapists, and dieticians at discounts of up to 25%, after an annual fee of \$25.

Support for a healthy, active lifestyle

- ✓ Discounts of up to 60% at the FitnessCoach.com online store, including exercise planners, meal planners, e-coaching, a wellness library and more.
- ✓ A FREE one-year subscription to FitnessCoach.com with purchase of \$25 or more from the online store.

Vitamins and supplements

Big discounts on thousands of health and wellness products, such as vitamins, minerals and herbal supplements.

Vision and Hearing Services

Lasik

You have a choice of companies to go to for great discounts on laser vision correction services for traditional and custom LASIK. Check out QualSight® and LasikPlus for all of your options.

Eye exams, glasses and contact lenses

You can enjoy significant savings on eye exams, contact lenses, frames and eyeglass lenses at premier retail centers across the country including Sears Optical, Walmart Vision Center, JCPenney Optical, and Pearle Vision with a 30-day member satisfaction guarantee. Enjoy typical savings of 10%-60% off of average retail prices.

Hearing Care and Products

You have a choice of companies for your hearing needs. TruHearing and Beltone™ offer big discounts on eligible products and services, including hearing and screening exams, hearing aids, plus custom fitting and follow-up visits.

Information and support for employees, their family

Eldercare

- ✓ Through Seniorlink™, an eldercare management and advisory service, you'll receive discounts on 3- or 12-month memberships that include unlimited personalized telephone and internet-based assistance, advice and support when caring for a family member.
- ✓ They can help you understand your options, create a comprehensive plan of care that promotes independence and quality of life for seniors, and help you find the perfect local eldercare services in your community or across the country.

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Plan for Their Financial Future

- ✓ It's important to protect your nest egg by planning now for future medical costs. We've rounded up useful resources and experts from leading financial firms to help you successfully manage your health care costs while maintaining a healthy financial future.
- ✓ Includes information to help plan for health care in retirement and help you learn about Medicare and long-term care insurance.

Healthy Travel and Family Fun

We even have discounts for you on vacation destinations. If you are looking for a spa vacation,

- ✓ **Fairmont Hotels**® offers a 10% discount off Best Available Rate room pricing at time of booking, plus other specials like a members-only "Blue365 massage" at Fairmont's Willow Stream spas.
- ✓ And **Westin Hotels**® offers you a \$30 credit with 2-night minimum stay to be used toward healthy options like a fitness room upgrade or a healthy breakfast the next time you visit.

*Blue365® offers access to savings on items that members may purchase directly from independent vendors. Blue365 does not include items covered under your policies with Blue Cross and Blue Shield of Florida or any applicable federal health care program. To find out what is covered under your policies, call Blue Cross and Blue Shield of Florida. Blue Cross and Blue Shield Association (BCBSA) and local Blue companies may receive payments from Blue365 vendors. Neither BCBSA nor any local Blue company recommends, endorses, warrants or guarantees any specific Blue365 vendor or item. For more information about Blue365, go to bcbsfl.com.

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