



OneBeacon Insurance and Blue Cross Blue Shield of Massachusetts— Working Together to Keep You Healthy

To help you become an even more educated, proactive, and health-conscious consumer, we've provided a collection of programs, discounts, resources, and tools.

Visit www.bluecrossma.com/onebeacon to learn more and get started.

Fitness and Weight Loss Benefit

If you're on the Choice PLUS+ plan, you can be reimbursed up to \$150 per year on health club membership dues or exercise class fees, or when you participate in a Weight Watchers® or a hospital-based weight loss program.

MyBlueHealthSM

Making informed, healthy choices can improve the quality of your daily life and help ensure a healthy future. That's why we offer MyBlueHealth, available at www.mybluehealthma.com.

Once registered, you'll get access to a world of wellness resources, including:

- **Health Assessment¹**—Allows you to take a close look at your lifestyle and identify potential health risks. Once completed, you'll get a report with your results, including suggestions for improving your health. OneBeacon requires annual completion of the Health Assessment for employees and spouses/domestic partners in order to enroll in a medical plan.
- **Customized Tools and Support**—You will receive personalized action plans and suggestions to help you achieve your wellness goals, including articles, recipes, trackers, and more.
- **Healthy Lifestyle Programs**—Wellness program information you need to develop a healthier lifestyle and better manage your care. Topics include nutrition, stress management, and smoking cessation.

Blue Care LineSM

Need help deciding whether to seek emergency treatment, contact your doctor, or care for yourself at home? Call the Blue Care Line at 1-888-247-BLUE (2583) and speak to one of the registered nurses² 24 hours a day, 7 days a week.

For more information on any of the programs described, visit Member Central or call Member Service at the number on the front of your ID card.

1. If you are a first-time user, register with MyBlueHealth and read how your personal information is protected under federal law. If your employer chooses to implement a financial incentive program in connection with your use of MyBlueHealth, to the extent permitted by law, the minimum necessary personal health information may be shared to enable your employer to implement a gift, reward, incentive, or other program that may be available as a result of your participation.

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Blue365SM

Blue365 helps you find the health and wellness information and support and services you need 365 days a year—all while offering special member savings. As a member of Blue Cross Blue Shield of Massachusetts, you automatically have access to the content, tools, and discounted offers available through Blue365.

Get Access to:

- **Healthy Choice Savings**—Discounted gym memberships, weight management program savings, equipment savings, elective procedures, senior care advisory services, complementary and alternative medicine, and more.
- **Health Care Resources**—Learn about distinguished specialty care centers, hearing and vision savings, and finance tips and savings.
- **Recreation & Travel**—Worldwide health coverage, travel tips, and much more.

Living Healthy

Living Healthy Babies[®]—Provides information and resources designed to help keep mother and baby healthy before conception, during pregnancy, and through the first year.

Living Healthy Smoke-freeSM—The education and support you need to quit.

Living Healthy NaturallySM—Take advantage of discounts of up to 30 percent for alternative health therapies (e.g., acupuncture, massage therapy, nutrition counseling).

My Blue CommunitySM

A health-focused social networking experience that brings you together with other Blue Cross Blue Shield members from across the country in one convenient location. My Blue Community lets you explore health and wellness forums where you can share tips on a broad range of topics. Categories include:

- **Ask the Expert**—Seek advice from chefs, nutritionists, health coaches, and more.
- **Diseases & Conditions**—Discuss topics ranging from the common cold to cancer.
- **Fitness & Nutrition**—Exchange tips about staying in shape, losing weight, and eating right.
- **Mental & Personal Health**—Share your stories about relationships, sleep, pregnancy, and more.
- **Water Cooler**—Create discussions on the health and wellness topics you're interested in.

My Blue Community is designed to foster a supportive atmosphere where you can feel comfortable sharing your voice and making connections with other health-minded individuals.

Discover what My Blue Community can do for you.

2. Nurses are registered in the states in which they are located.

