



VISION STATEMENT:

BLUE CROSS OF CALIFORNIA WILL PROMOTE WOMEN'S HEALTH ISSUES THROUGH A RENEWED FOCUS ON THE DISTINCTIVE AND CHANGING NEEDS OF WOMEN.

Today's women juggle multiple roles throughout their lives: professionals, mothers, wives, caregivers. Listed among the many titles on your life's resume is probably "head of health care decision making" for your household. In fact, women make about 75 percent of the health care decisions for themselves and their families and are the chief consumers of health services in the United States.

Our goal at Blue Cross of California (BCC) is to make navigating the health care system as convenient and productive as possible. We are committed to helping you become an empowered consumer by offering a range of products, programs, and services specifically tailored to accommodate the demands of your busy lifestyle.

SIGN UP FOR OUR FREE MONTHLY WOMEN'S HEALTH E-NEWS-LETTER!

It's informative, it's free and it's delivered right to your e-mail in-box! To sign up for our monthly Women's Health e-Newsletter featuring articles and tips on health issues that affect women, follow the simple steps below:

1. Log onto **www.bluecrossca.com**.
2. Go to the bottom of the page, click **"Healthy Living"**.
3. Go to the left-hand column under **"Women's Health e-Newsletter"** and click on **Sign-up**.



BlueCross
of California

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www.bluecrossca.com

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Women's Health

The Power of BlueSM
*Helping Women
Maintain Healthy
and Active Lifestyles.*



BlueCross
of California





PRODUCTS & SERVICES

We focus on designing products and services that are thorough in scope and easy to use. The following are just a few of the services offered to our members:

Member Education:

WOMEN'S HEALTH E-NEWSLETTER – Sign up to receive our free monthly e-newsletter featuring articles on a range of women's health topics (see back panel for instructions).

MEDCALL® – Fever in the middle of the night? Sore throat that won't go away? Not sure if you need to go in to see a doctor? Our 24-hour, toll-free help-line, staffed by registered nurses, can answer these and other basic health questions. Call 1-888-629-4000.

HEALTHY LIVING WEB SITE – Visit our Web site at www.bluecrossca.com to find current screening and immunization guidelines, health care decision making tools, health articles, recipes, and more.

HEALTH IMPROVEMENT RESOURCE LINE – We know the importance of being proactive in the management of your own and your families' health. Call 1-866-634-3435 to request educational materials on a wide range of health topics, available in both English and Spanish.

PREVENTIVE HEALTH REMINDERS – There is just so much on your plate, how can you remember it all? BCC provides annual mammography, cervical cancer screening, and childhood immunization reminders.

Member Care:

SELF-REFERRAL FOR ANNUAL WELL-WOMAN VISITS – No need to wait, call your OB/GYN directly to schedule an annual appointment at your convenience.

BABY CONNECTION – This free and voluntary Perinatal Program is designed to help our members better manage their pregnancy. This Health Coaching educational program is tailored to your lifestyle, your home environment, and your specific needs. If you are pregnant, please call the Baby Connection Program at 1-800-769-4896.

HEALTH IMPROVEMENT PROGRAMS – You can maintain a full and active lifestyle, even if you live with a chronic condition. Our voluntary health improvement programs offer a host of educational materials and telephonic support sessions that maintain the security and confidentiality of your personal health information. Current programs focus on asthma, diabetes and heart disease. To find out more about these programs please call 1-800-522-5560.

Member Discounts:

HEALTHYEXTENSIONSSM - STAY HEALTHY, START ONLINE – To help support and encourage your healthy lifestyle, we offer discounts on a variety of fitness, dental, hearing, vision, dietary, pharmaceutical, alternative health and nutritional products and services. From gym membership fees to teeth whitening services, our discounts will help you save money! For more information, go to www.bluecrossca.com, click on "Healthy Living," then "HealthyExtensions."

