



Tap into the Power of You

Blue Cross HealthyExtensions

As a Blue Cross of California (Blue Cross) member, you get more than basic health care benefits. You gain the power to make healthy lifestyle choices with HealthyExtensionsSM.

HealthyExtensions is an innovative program that allows you to tap into alternative health and wellness practitioners, fitness clubs and products, and other rewarding health programs at discounted rates. It can be your springboard toward revitalizing yourself and your loved ones.

Combine HealthyExtensions with the preventive care and wellness programs included in your Blue Cross benefits and you're in step with a healthy lifestyle.

HealthyExtensions Offers:

- Information about services offered by alternative health and wellness practitioners to help relieve stress, pain and addictions
- Information about discounted products and services offered by nationally recognized sources

Health and Wellness Practitioners

When was the last time you felt the tension drain from your muscles – or your mind seemed in balance with your body?

When did you last consume a meal that reduced your waistline while satisfying your appetite and strengthening your heart – or overcome an addiction through the power of your subconscious?

The discounted services of massage therapists, yoga practitioners, registered dietitians and hypnotherapists are offered to you by the health and wellness practitioners who participate in HealthyExtensions. The practitioners do not belong to a Blue Cross provider network, nor are their services covered under your Blue Cross health care plan.

While helping to reduce your stress level, these practitioners can also reduce your costs. On average, you'll save:

- 10 to 25 percent on massage therapy
- 10 to 25 percent on yoga
- 20 to 25 percent on services from a registered dietitian
- 10 to 25 percent on hypnotherapy

Online Practitioner Listing

For quick and easy access to a list of health and wellness practitioners, go to www.bluecrossca.com. At the home page, click on *Healthy Living* and then select *HealthyExtensions*. For your convenience, the practitioners are organized by disciplines and counties.

Discounted Products & Services

Whether you want nutritional supplements or aromatherapy, hearing aids or vision care, the independent vendors participating in HealthyExtensions offer you choice and flexibility. And since you're a Blue Cross member, they also offer you discounts on nationally recognized products and services.

For direct links and more information online, go to www.bluecrossca.com, click on *Healthy Living* and then select *HealthyExtensions*.

Alternative Health & Nutritional Supplements

- Save 15 percent off meditation products, health and wellness programs, and spa treatments at **The Chopra Center at La Costa Resort and Spa**. Shop at **The Chopra Center Store of Infinite Possibilities**, at www.chopra.com, for books, inspirational music, herbal supplements, massage oils, teas and gifts. Use coupon code "BCCA03" online to save 15 percent or call **(888) 424-6772**.
- Save up to 40 percent on health and wellness products, including vitamins and supplements, health-related books and videotapes by **Healthyroads**. You can also access its guided imagery and mind-body skills programs online through the Blue Cross Web site, at www.bluecrossca.com, or by calling **(888) 289-4325**.

Dental & Hearing Products and Services

- **BriteSmile®** offers members a \$100 savings on a whiter, healthier looking smile in just one hour. To take advantage of priority scheduling in one of BriteSmile's Whitening Spas or at a dentist in your area, please call **(888) 746-7705**.
- **Beltone™ Hearing Center** provides free hearing screenings and savings of up to 25 percent off Beltone hearing aids. Parents and grandparents are also eligible. For more information, please call **(800) BELTONE [235-8663]**.
- **Newport Audiology** gives free hearing aid evaluations, plus 30 percent savings on many brands of hearing aids. Parents and grandparents are also eligible. For more information, please call **(800) 675-5485**.

Family & Self

- Enjoy your vacation exactly the way you want – a little of this, a lot of that – or do nothing at all, whenever you want. Members save 10 percent on **CLUB MED TOTAL ALL INCLUSIVE VACATIONS®** at selected Club Med villages. To take advantage of this discount, please call Peak Travel Group at **(800) 258-2402**, ask for Club Med reservations and mention code “DBLUE.”

Are allergies, asthma or sinus problems getting the better of you? Need more than tissues to get relief? **National Allergy Supply** offers a 15 percent discount off of already reduced prices for pillow and mattress encasings, air filtration products, compressors/nebulizers and other helpful personal care products. Click on the **National Allergy Supply** link at Blue Cross' Web site, www.bluecrossca.com, or call **(800) 522-1448** and mention code “BCC” to receive the discount.

- **Safe Beginnings®** offers a 20 percent discount* on an array of childproofing, baby care and home safety products. Go to www.safebeginnings.com and use member code “BCCA” in the Group Sales box to receive the discount. Please call **(800) 598-8911** to request a free catalog.

** Some exclusions may apply*

- **Selfhelpworks** offers a 30 percent discount to help you stop smoking, live lean or manage alcohol successfully. Receive the discount for **Living Easy – A program for Stress Management™**, **LivingFree - A Program for Smokers™**, **LivingLean - Weight and Nutrition Program™** and **LivingSmart - Managing Alcohol Before it's a Problem™** online at www.selfhelpworks.com and use group password “hebca” when you enroll in a program. You may also enroll through the Blue Cross Web site, at www.bluecrossca.com, or by calling **(877) 719-9860**.

- **Things Remembered®** offers 20 percent* savings on hundreds of personalized gifts for everyday occasions, weddings and business events. To take advantage of this discount online, go to thingsremembered.com and enter the coupon code “HESAVE.” You may also call **(866) 902-4438**.

** Not available at retail stores*

- There will come a time when your pet needs medical attention. An affordable **VPI Pet Insurance** policy helps you pay the medical costs for your pet's accidents, illnesses and routine medical care. Mention you're a Blue Cross member and receive a 5 percent discount off a core policy. Enroll today at petinsurance.com/affiliates/bluecrossofcalifornia_npr or call **(800) USA-PETS [872-7387]**.

VPI Pet Insurance policies are available in all 50 states and the District of Columbia. All applications are subject to underwriting approval. Policies are underwritten by Veterinary Pet Insurance Co. (CA), Brea, CA, National Casualty Co. (Nat'l), Madison, WI, an A+15 rated company.

Fitness & Nutrition

- **GlobalFit Discount Health Club Network** includes more than 1,500 participating local, regional and national fitness clubs, such as **Bally Total Fitness, Gold's Gym, World Gym, Powerhouse Gym, Curves For Women**, to fit your needs. Members and their families can save 25 to 60 percent on membership fees and obtain flexible month-to-month health club memberships.* Call **(800) 294-1500** or visit www.globalfit.com/bcc to take advantage of this discount.

** GlobalFit discount prices are not offered directly through the health clubs and are only available through GlobalFit. Current or recent past club members are not eligible for the discount.*

- Call **Jenny Craig®** and receive a free 30-day trial membership, 50 percent off our **On-Track** program (six months) or 20 percent off **Jenny Rewards**, plus a free Tanita pedometer. Jenny Rewards gives you weekly food discounts of up to 10 to 35 percent simply for coming in each week (see center for details). So, the more you lose, the more you save! Call **(800) Jenny20 [536-6920]** to find the center nearest you and bring in the discount coupon, located online at www.jennycraig.com/shop/partners/bcca.asp, to take advantage of these savings!
- Members save up to 20 percent on all **Lindora** weight control programs and products. The medically supervised Lindora “Lean for Life” is available at 33 **Lindora Clinics** in Southern California, as well as via **Lindora Online™**, **Lindora by Phone™** and the **Lindora Lean for Life®** Getting Started kit. For more information, or to purchase programs and products, visit www.lindora.com/bluecross or call **(800)-LINDORA [546-3672]**.

- Obtain 15 percent off rehabilitation and fitness products for children and adults at **TherapyZone.com**[®]. Use code “10599” online or call **(800) 822-2889**.
- Receive \$10 off when you sign up for a three-month subscription to **Weight Watchers[®] Online**, which offers meal plans, over 1,000 recipes, a weight tracker, an online journal and a newsletter. Go to **www.weightwatchers.com/cs/bluecrossca** to receive this discount or to learn more about the program.

Online Pharmacy

- Save 5 percent off all nonprescription items (over 17,000 products) and get \$10 off your first purchase at **drugstore.com**, an online pharmacy leader offering convenient, private shopping, along with a wealth of health and wellness information. Access the discount through HealthyExtensions at **www.bluecrossca.com**.

Vision Savings

- Enjoy up to a 30 percent savings on prescription eyeglasses, prescription sunglasses and lens options at thousands of providers nationwide. Choose from private practitioners or leading optical retailers such as **LensCrafters**, **Target Optical**, and most **Sears Optical** and **Pearle Vision** locations. Call EyeMed’s toll-free locator service at **(866) 693-9372**.
- Purchase brand-name contact lenses directly from the manufacturer via mail order. Members save up to 50 percent and receive free shipping through **TruVision**. by calling **(877) 766-2020**.
- **TruVision** offers members LASIK or PRK laser vision services at a cost of only \$895 per eye. For information on the program, participating providers or to schedule a pre-operative exam, call TruVision at **(877) 766-2020**.

When making your purchase, simply tell the provider that you’re a Blue Cross member. Keep your Blue Cross member ID card handy in case it’s requested.

The information appearing in this brochure was accurate at the time of printing. Products, discounts, and offers, however, are subject to change or withdraw at any time without notice. With the exception of the Blue Cross Health and Wellness services provided in your medical plan, HealthyExtensions is not a covered service. The practitioners included in HealthyExtensions are not a part of a Blue Cross provider network. The member is solely responsible for the payment of related fees or changes. Blue Cross provides HealthyExtensions to enhance and complement our members’ medical benefits. We cannot guarantee the services or products offered in the program. We make no claims, promises or recommendations regarding therapy procedures or outcomes. We suggest, however, that you discuss any proposed treatment with your physician before obtaining products or services.