

Blue365 Purchasing Process

This document is intended to present an overview of the purchasing process for each of the Blue365 vendors. The process varies from partner to partner based on a variety of factors: is the product/service delivered on-line or in a store; is payment required prior to receipt of service, etc.

Importantly, for most on-line offers, a Blue member cannot walk in and enroll; they must enroll on line. This is because many vendor enrollment processes require submission of a credit card in order to enroll. Some vendors may assist members that walk in by registering them with their local Blue Plan and assisting them through the registration process.

The following are the purchasing process for each Blue365 vendor:

American Specialty Health (Healthyroads)

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on "I Agree"
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Wellness
- Tab down to find the Healthyroads offer and click on Exit to Learn More
- Click on "I Agree" whenever required
- At the Healthyroads co-branded landing page select the product/service of interest
- Add to Shopping Cart and follow process to Checkout
- Provide credit card and shipping information

Beltone

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on "I Agree"
- Member enters Blue365 page
- Click on Healthcare Resources
- Click on Hearing and Vision Care
- Tab down to find the Beltone offer and click on Exit to Learn More
- Click on "I Agree" whenever required
- At the Beltone co-branded landing page, find the toll-free 800 phone number and call the number to find the Beltone location nearest you
- Visit the Beltone location for a free hearing assessment. If a hearing aid is needed, the Beltone representative will suggest the appropriate hearing aid for you and take the Blue365 discount off the price.

Curves International

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Fitness
- Tab down to find the Curves offer and click on Exit to Learn More
- Click on “I Agree” whenever required
- At the Curves co-branded landing page, click on the purple “Join Curves Now” box.
- Follow the instructions within the Curves page, entering your name, address, zip, etc., and selecting the Curves gym that will be your home gym.
- **Important: You will be asked for your credit card number. This is to submit your credit card for the enrollment fee when it is charged (note per below, the charge is not processed at this time).**
- At the end of the on line enrollment process, you will receive an activation code. Print this activation code out and take it to your home gym. This activation code is what your Curves branch will use to know how much to charge you. Your credit card will not be charged until you go to the home gym and activate.
- **Important: The Blue365 offer is intended for new members only. If a member is already enrolled in Curves and has signed a contract, neither BCBSA nor the local Blue Plan has the power to get them out of that contract.** Thus, existing members cannot receive the Blue365 discount. If an existing member wants the Blue365 discount, they must complete their obligations under their current contract, disenroll and re-enroll as a new member, paying the join fee.

Davis Vision

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthcare Resources
- Click on Hearing and Vision Care
- Tab down to find the Davis Vision offer and click on Exit to Learn More
- Click on “I Agree” whenever required
- At the Davis Vision co-branded landing page Click Program Details
- Select area of interest (provider search, vision benefits, satisfaction survey, or Lens123)

- Also may contact Customer Service at **1-888-897-9350** for program information
- Visit a Davis Vision network provider to receive discounts on products/services

Members can print out a confirmation sheet to bring to their Davis Vision network provider to confirm the discount.

To access the confirmation:

From the Blue365 jump page, click on See All Healthcare Resources Features.

Click on Hearing & Vision Care

Click on Davis Vision.

Click on Continue.

At the Davis Vision home page, click on Program Details.

Click on Member Discount Confirmation.

Click on Accept.

Click on Print.

This will print a page that the member will take with them when they go for their exam, or purchase new lenses and frames. They can present the Confirmation to their eye doctor, and if the doctor does not know what the discount is, there is the toll-free number to call listed on the page.

eDiets.com

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on "I Agree"
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Weight Control
- Tab down to find the eDiets.com offer and click on Exit to Learn More
- Click on "I Agree" whenever required
- Click on "Take the FREE eDiets Profile Now." Complete the profile with your weight loss goals and logistical information and click to submit profile
- There are two options available with eDiets: on-line consultative and support services or meal delivery. Click to enroll in the product of your choice.

Fairmont Hotels

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Recreation and Travel
- Click on Travel Healthy
- Tab down to find the Fairmont offer and click on Exit to Learn More
- Click on “I Agree” whenever required
- At the Fairmont co-branded landing page select the service option of interest
- Click “Book Now”
- Complete reservation information and select accommodations
- Enter billing and credit card information to book reservation
- Receive reservation confirmation

Jenny Craig

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
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- Click on Healthy Choices
- Click on Weight Control
- Tab down to find the Jenny Craig offer and click on Exit to Learn More
- Click on “I Agree” whenever required
- At the Jenny Craig co-branded landing page, enter your name, address, city, state, zip, and phone number and click on “Get My Coupon.”
- Take the coupon to your local Jenny Craig Centre (or, if using Jenny Direct, call the toll-free 800 line for Jenny Direct). This coupon is how the local Centre will know what your offer is.
- Your Jenny Craig counselor will enroll you at the center you choose to visit.

Kronos

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Weight Control
- Tab down to find the Kronos offer and click on Exit to Learn More
- Click on “I Agree” whenever required
- At the Kronos co-branded landing page select product/service of interest
- Enter requested demographic information
- Agree to confidentiality waiver, health promotion consent, and payment policy
- Enter Blue365 promotional code
- Enter payment information and submit payment
- Receive confirmation of purchase

LasikPlus Vision (LCA Vision)

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page

- Click on Healthcare Resources
- Click on Hearing and Vision Care
- Tab down to find the LasikPlus offer and click on Exit to Learn More
- Click on “I Agree” whenever required
- At the LasikPlus co-branded landing page select product/service of interest
- Contact Customer Service to locate a provider, schedule an appointment or use zip code locator to identify a provider
- Bring your Blue Plan Member ID card to your appointment, to verify your eligibility for the Blue365 discounts.
- Purchase services and Blue365 discount is applied at point of service

Nutrisystem

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Weight Control
- Tab down to find the Nutrisystem offer and click on Exit to Learn More
- Click on “I Agree” whenever required
- Click on the green “Order Your 28-Day Program” box
- Follow the instructions to enter your name, address, zip, and other logistical information
- Click to select your program. For example, there are distinct programs for men, women, diabetics, seniors, vegetarians, etc.
- Click to select Member Favorites or to customize your meals. Member Favorites is an assortment basket of meals for 28 days. Members can also handpick their meals by choosing the customization option. Additionally, members can call the 800 number and have a Nutrisystem counselor walk them through the selections.
- The Blue365 offer is 12% off the predominant offer in market. The discount is taken at Checkout.
- Proceed to checkout and enter credit card information. **Your card is charged card is charged at this time.**
- Meals are typically shipped to you via Auto-Delivery, however, other shipping options are available.

Polar

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Fitness
- Tab down to find the Polar offer and click on You are now leaving Blue365 –Continue
- At the Polar co-branded landing page select products/services of interest
- Click Buy Now button and add products to cart
- After items added to cart, click the Shopping Cart in upper right corner
- Confirm order and click Checkout
- Complete billing and shipping information
- Click Purchase
- Order is complete; print order confirmation page; order summary email also sent to purchaser

QualSight Lasik

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on "I Agree"
- Member enters Blue365 page
- Click on Healthcare Resources
- Click on Hearing and Vision Care
- Tab down to find the QualSight Lasik offer and click on Exit to Learn More
- Click on "I Agree" whenever required
- At the QualSight Lasik co-branded landing page select product/service of interest
- Call Customer Service to locate a provider and schedule an appointment
- Receive QualSight Lasik exam and pricing confirmation
- Take the QualSight Lasik exam and pricing confirmation to appointment
- Purchase services and discount applied at point of service

Reebok

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on "I Agree"
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Fitness
- Tab down to find the Reebok offer and click on Exit to Learn More
- Click on "I Agree" whenever required
- There are two ways to receive the Reebok offer: download the coupon and go to a Reebok outlet store to receive a 15% discount or order on-line to receive a 20% discount
- Outlet store: download and print the coupon and present it at checkout at any Reebok outlet store
- On-line: Select merchandise and add to cart. Enter name, address, zip, etc. in both the billing and shipping areas. Proceed to checkout. At checkout, prior to entering credit card information, enter **REEBOK365** in the promotional code area and click on Apply to get the discount.

SeniorLink Care

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on "I Agree"
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Seniors
- Tab down to find the SeniorLink Care offer and click on Exit to Learn More
- Click on "I Agree" whenever required
- Click on "Subscribe Now"
- Select either the 3-month or 12-month service and click on "Buy Now"
- Enter name, address, zip, credit card in to Pay Pal
- At the Thank You page, you will have the option of immediately scheduling a telephonic consultation with a Care Advisor or sending an e-mail to the Care Advisor team.

Snap Fitness

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on "I Agree"
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Fitness
- Tab down to find the Snap Fitness offer and click on Exit to Learn More
- Click on "I Agree" whenever required
- At the Snap Fitness co-branded landing page, click on Start Here, Register Now in the lower right hand corner.
- At Step 1 of 4, enter your zip code
- At Step 2 of 4, select the club which will become your home club
- At Step 3 of 4, enter your name, address, zip, etc.
- At Step 4 of 4, click to download your coupon
- Take the coupon to your home Snap Fitness club to purchase and activate

TruHearing

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on "I Agree"
- Member enters Blue365 page
- Click on Healthcare Resources
- Click on Hearing and Vision Care
- Tab down to find the TruHearing offer and click on Exit to Learn More
- Click on "I Agree" whenever required

- Call the toll-free 800 number to find the TruHearing location nearest you and schedule an appointment for a hearing assessment

Westin Hotels (Starwood)

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Recreation and Travel
- Click on Travel Healthy
- Tab down to find the Westin offer and click on Exit to Learn More
- Click on “I Agree” whenever required
- At the Westin co-branded landing page complete reservation information and select accommodations
- Enter billing and credit card information to book reservation
- Receive reservation confirmation