

# MyBlueService<sup>SM</sup> is at **your** service

Wherever you go, whenever you need it, you have access to your Blue Cross and Blue Shield of Florida personal health care information.

As a member, you can log on 24/7 and find everything you need to know about your health plan plus free tools and resources with **MyBlueService**.

The screenshot shows the MyBlueService website interface. At the top, there is a search bar and navigation tabs for 'Our Plans', 'Health and Wellness', 'Find a Doctor and More', 'For Members', 'For Providers', 'For Agents', and 'For Employers'. The main content area is divided into several sections:

- MyBlueService Members:** A login section with fields for 'User ID' and 'PIN', a 'Remember Me' checkbox, and a 'LOGIN' button. Below this is a link for 'Forgot your User ID and/or PIN?'.
- New Member?:** A section with a link to 'Register now to create a User ID and PIN'.
- Login to MyBlueService to:** A list of services including checking claim status, viewing benefits, finding specialists, comparing drug costs, researching health topics, updating personal information, and making payments.
- Alert:** A notification for 'H1N1 Influenza - Swine Flu'.
- YOUR PLAN YOUR WAY:** A central banner featuring a photo of a woman and child blowing bubbles. It includes links for 'Health', 'Medicare', 'Dental', and 'Life', along with 'Just browsing?' and 'Know what you want?' buttons leading to 'Get a Quote' and 'Apply Now'.
- Florida Blue - coming to Tampa, January 2010:** A section describing a new health insurance option with links for more information.
- THE POWER OF THE HUMAN VOICE:** A call to action to share ideas about healthcare.
- Help Me Find:** A sidebar with icons and links for finding plans for family, Medicare beneficiaries, company plans, doctors, a Florida Blue Store, an agent, and disease support.

## If you haven't already registered—it's easy!

Just visit [www.bcbsfl.com](http://www.bcbsfl.com). All you need is your Social Security Number and your Member Number (located on your Member ID card). You'll have access to all the information you need to take control of your health—right at your fingertips!

# Look what **Blue** can do for **you** ▶



**BlueCross BlueShield  
of Florida**

An Independent Licensee of the  
Blue Cross and Blue Shield Association

# MyBlueService gives you personal health information when **YOU** need it

- ▶ **Review your plan benefits** and find out where you stand with your deductible.
- ▶ **Find a doctor or hospital** in your plans' network.
- ▶ **Care Comparison** lets you locate hospitals nearest you that offer the service you need, and compares them based on price, quality and expertise.
- ▶ **Compare drug prices** with the Pharmacy Shopping Tool.
- ▶ **View claim activity**, status and history.
- ▶ Create a **Personal Health Record** so your doctor visits, lab results and prescriptions are all in one secure place.
- ▶ Access your monthly **member health statement**—which gives you an overview of savings, claims and expenses.
- ▶ Print a Temporary **ID Card** or request a new Member ID card.
- ▶ Take your **Personal Health Assessment** to get a clear picture of your health status and create actions plans that work with your personal needs and lifestyle.
- ▶ Consider **Lifestyle Improvement Programs** such as smoking cessation, stress management, or weight and nutritional programs, to help monitor and improve your overall well-being.
- ▶ Change your health lifestyle with interactive tools and health information from **WebMD®**.
- ▶ Get access to health-related **Member Discounts** such as gym memberships, weight loss programs, vision and hearing care.

And remember, we're here to answer any questions you may have. Just call the toll-free number on the back of your Member ID card!



**BlueCross BlueShield  
of Florida**

An Independent Licensee of the  
Blue Cross and Blue Shield Association