



CALL **BLUES ON** CALL DAY OR NIGHT
1-888-BLUE-428 (1-888-258-3428)

BLUES ON CALL IS YOUR HEALTH DECISION AND SUPPORT RESOURCE

"I have so many questions to ask my doctor, but I don't know where to begin!"

Most people find it difficult to prepare a list of questions to ask their doctor. Your Health Coach can help you prepare the questions that concern you most, so you are ready to discuss them on your next trip to the doctor. Your Health Coach can give you information about the most current treatments available. Together, you and your doctor can make the decision that is right for you.

"When I got home from a visit to the doctor, I was really confused about the treatment and medicines that were prescribed for me."

Sometimes after a visit to the doctor's office, you're just not sure that you fully understood what the doctor said or the terms that were used to describe your condition or treatment. Your Health Coach is there to help by answering your questions and offering you easy-to-understand information.

"I need help sticking to my treatment plan."

Talking regularly with your Health Coach can help you stay on track, by addressing questions that arise regarding your treatment, by giving you the support you need to follow through with your doctor's recommendations, and by helping you tackle obstacles when things get tough.

"I got a call from a Health Coach prior to having knee surgery. I was planning on surgery due to the pain from arthritis. She sent me a video that taught me about options and things I can do to help myself before surgery. Since talking with my Health Coach, I have lost 27 pounds and am bike riding. This has been so helpful. Thank you very much."

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BLUES ON (ALL ON THE WEB)

If you prefer to use the web for information, just go to www.highmarkbcbs.com and log in, where you can:

Review information about treatment decisions for conditions such as back pain or uterine conditions

Access patient guides and care guides for information about illnesses and treatments

Research symptoms, diagnoses and medical technology in Healthwise Knowledgebase



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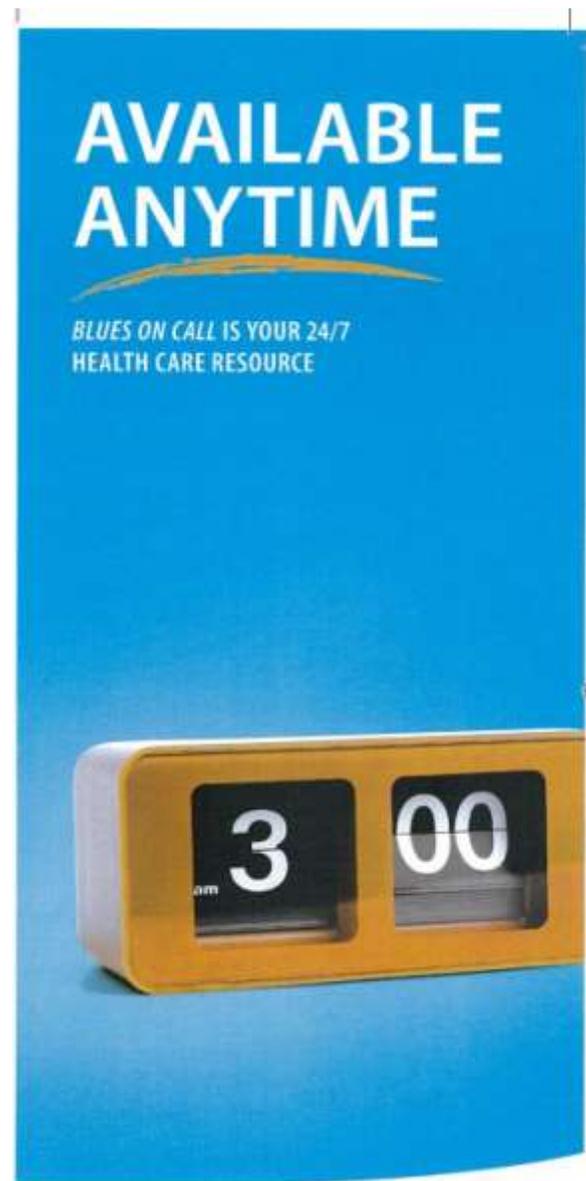
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BLUES ON CALL IS THERE FOR YOU



Whether it's early in the morning or late at night,

On Call - a comprehensive health information and support program offering a wide variety of up-to-date, easy-to-understand healthcare resources. Contacting *Blues On Call* connects you to a Health Coach, who is a specially trained registered nurse. Your personal Health Coach is available 24 hours a day, as often as you want to discuss questions about any health topic that concerns you - a rash, an earache, a recent diagnosis, medications, a scheduled medical test or surgery. Maybe you have an appointment to see your doctor and aren't sure what questions to ask. Your Health Coach can help.

You don't have to be ill to contact a Health Coach! You can learn about available programs and resources that address stress management, personal

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nutrition, weight management, physical activities and more... to help you stay healthy and active.

In this age of technology, it is often difficult to reach a real person by phone. With *Blues On Call*, you can speak directly to a nurse.

HELP WITH MANAGING CHRONIC CONDITIONS

If you have one or more chronic conditions such as diabetes, chronic obstructive pulmonary disease (COPD), congestive heart failure (CHF), asthma, or coronary artery disease (CAD), your Health Coach can help you better manage your health and provide you with the latest information on your condition. Managing a chronic condition can be difficult. Your Health Coach can also refer you to additional resources such as employee assistance programs (EAP) or other community or web-based programs, and provide tools to make managing your health easier.

Talking with your Health Coach regularly can help you to stay on track with your treatment plan and live your life as fully as possible.

"I've used *Blues On Call* for several years to get control of my diabetes. The Health Coaches are so helpful, and I am staying on track. Not only have I lost weight, I have stopped smoking, too!"

IF YOU EXPERIENCE SYMPTOMS OF DEPRESSION, YOUR HEALTH COACH CAN HELP GUIDE YOU

Concerns with physical health can cause anxiety and stress. Almost 10 percent of the population suffers from depression, and often depression remains undiagnosed. A Health Coach will:

- Help you identify whether your symptoms could be related to anxiety or depression
- Help you decide who to talk with so that you get the treatment that is right for you
- Help you to track your progress in the treatment of your depression

BABY BLUEPRINTS®

You may also want to join *Baby Blueprints*. The *Baby Blueprints* Maternity Education and Support Program can help you understand and manage every stage of pregnancy and childbirth and help you make more informed decisions.

Enrolling in *Baby Blueprints* gives you access to online educational information on pregnancy and childbirth. You will also receive individualized support from a nurse Health Coach who is available throughout the pregnancy and after giving birth.

Once you enroll in the program, you will receive a confirmation mailing that includes:

- An enrollment confirmation letter
Information on various education resources and online support programs
- Information on a childbirth education class reimbursement form, which is available online
- A child immunization and preventive care pamphlet
- A brochure on CorCell's cord blood program

To enroll, call 1-866-918-5267 toll-free. You can enroll at any time during your pregnancy, but we encourage you to enroll early on to take full advantage of all of the services the program offers.

