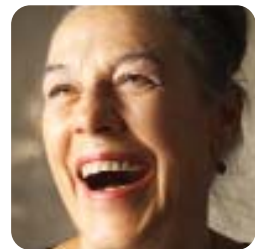
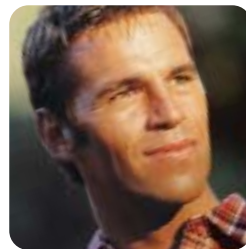


Health and Wellness Programs For Every Stage of Your Life



Start With a BluePrint for Lifesm

Getting and staying healthy often presents difficult challenges. As your health and wellness partner, Blue Cross & Blue Shield of Rhode Island (BCBSRI) wants to help you build a plan for good health, a blueprint for success.

That's why we developed BluePrint for Life. This comprehensive health promotion and illness prevention program gives you the tools to:

- Acquire and maintain good health
- Overcome conditions like obesity, smoking, and stress
- Manage chronic conditions such as diabetes and heart disease

Remember, you don't have to meet these challenges alone. We're there for you, with tools and resources to guide you along the way. This guide describes the range of programs we offer to help you make better choices to improve your health and your quality of life.* You'll also find strategies and information for members at every stage of life, from newborns to seniors, both girls and boys, women and men. To learn more, please refer to the list of contacts provided at the end of the guide.



*Not all programs and services are available to all members. Some may not be available outside of Rhode Island.

Staying Informed to Stay Healthy

Information is one the most powerful healthcare tools you can use. The more you know, the better prepared you are to make healthful decisions, obtain preventive care, and recognize when you or someone you love should seek medical assistance. To that end, BluePrint for Life offers members convenient access to valuable information on a wide range of health issues.

Health & Wellness On the Web



With www.BCBSRI.com, you can create your own Personal Health Record. Use it to track important medical information and potential drug interactions. Give yourself a “checkup” by completing a simple questionnaire. Participate in an online program that can help you develop good health practices like exercising more and eating better. Or take advantage of a special diary to manage a chronic illness. Log on with a unique ID and password. Bookmark the site and return often to help you design your own blueprint for life.

Choices Magazine and TV Program

BCBSRI publishes an award-winning quarterly magazine called *Choices* (formerly *HealthCare Directions*). *Choices* provides members with healthy lifestyle information, news about our health plans, benefit updates, survey results, and more. In addition, we produce television specials that investigate a full range of health topics affecting our members. These programs air on a local network throughout the year. Log on to www.BCBSRI.com or check your listings for the next broadcast.



Blue Cross & Blue Shield of Rhode Island Wellness Van

The BCBSRI Wellness Van brings BluePrint for Life to senior facilities, shopping centers, malls, and health fairs across the state. Staffed by qualified health professionals, the van focuses on prevention, and opens its doors to everyone. Stop in and learn more about specific health risks, get screened for a variety of conditions, and have your blood pressure, cholesterol, and glucose checked. You can also find out about behavioral health, nutrition, and our fitness resources. Most van programs are available at no cost. For a schedule of events and locations the van will visit, log on to www.BCBSRI.com or check your local newspaper.

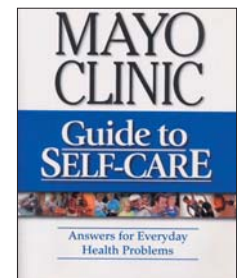


Blue Perks

BCBSRI negotiates with local businesses to offer our members significant discounts on fitness clubs, weight loss programs, and child- and home-safety products and services. BCBSRI researches opportunities like these on an ongoing basis, making it easier for members to create a plan for good health. Watch for major enhancements in the coming months.

Senior Health Self-Care

Packed with information on symptoms and solutions for senior members. With this guide on hand, seniors can make more informed decisions about their particular health concerns and potentially avoid unnecessary healthcare costs.



Promoting Prevention



For most people preventive care means getting regular check-ups and immunizations. Preventive care also means making healthy choices. You have to get proper exercise, eat well, and change illness-promoting habits you may have picked up over the course of your life. These are all part of the blueprint for a healthy lifestyle that you can build with help from BCBSRI.

Fitness Campaign

The Fitness Campaign promotes health among Rhode Islanders through physical activity. Participants who enter this voluntary program receive a guide to local fitness resources, from bike paths and ski slopes to health clubs and yoga classes. When you join, you work toward a 1,000-point goal by following simple guidelines and keeping a log throughout the year. To help you reach the goal, we provide a variety of fitness tools and incentives, like a pedometer to track the miles you walk or run, and a chance to win prizes.



Walk Rhode Island

BCBSRI designed Walk Rhode Island to show that walking is both fun and beneficial for overall health. Starting in July, the program offers guided training to help people of all ages and fitness levels build their endurance. Walk Rhode Island leads up to a main event we host annually in early fall. You can choose a 5-, 10-, or 15-mile walk. This non-competitive, non-fundraising walking program is open to all Rhode Islanders.



Women's Health

Most of our prevention programs for adults are designed to help both men and women. However, a range of known risks continues to affect women as a group, so we offer programs to specifically address these risks. Our programs for women promote education, screening, and preventive care for breast cancer (women over 40), chlamydia (women aged 16 to 26), and cervical cancer. We also offer information to women experiencing menopause. Programs related to pregnancy are described in later sections of this guide.

Immunization Reminders

We notify our adult members about the potentially serious complications from influenza and pneumonia by mailing annual flu shot reminders and featuring seasonal articles about immunizations in our member publications. It is especially important that everyone over 50 or with a chronic condition such as diabetes, asthma, heart disease, or with a metabolic or blood disorder receive an annual vaccination, given their increased risk for getting the flu. Vaccinations are recommended on an annual basis because the virus strains change from year to year.

Worksite Wellness: Good Health Benefit®

The highly qualified specialists of BCBSRI's Good Health Benefit (GHB) strive to increase the health and overall quality of life for employees. GHB is one of the most comprehensive worksite wellness programs in the country. It includes on-site seminars, printed literature, Web-based educational information and tracking, and telephone-based coaching. If your company participates in GHB, you can take advantage of these current programs:



Smoking Cessation

A number of options are available to members who participate in GHB. We offer the Smoke Free Program at the workplace. You can also take the Breathe program via mail or online. And expectant mothers can give their babies a healthy start with the Fresh Start Family program.

Weight Management

If you're a GHB participant, a variety of weight management programs are available to you. Now you can get the tools you need to make healthier food choices, increase your physical activity levels, and break the negative connections between emotions and eating.

Stress Management

The sources of stress are everywhere, from work and finances, to personal relationships and health problems. Six of the leading causes of death – heart disease, cancer, lung ailments, accidents, cirrhosis of the liver, and suicide – are all connected with this “silent killer.” GHB staff offers a variety of options to help you control stress in your life.



Nutrition Improvement

Poor nutrition is one of the nation's top health risks, leading to premature death and disease. Learning to make healthy eating choices is an important part of illness prevention. GHB's health educators can help you simplify the complex task of learning how to eat nutritiously.

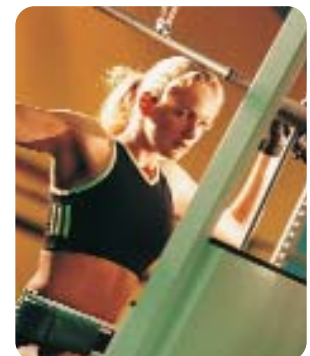
Fitness & Exercise Programs

GHB's motivated and knowledgeable team strives to make physical activity both fun and effective. Whatever your fitness level, you'll find a wide range of individualized and group programs to fit your lifestyle. Offered in self-guided, one-on-one, and group formats, our programs currently include the 10K-A-Day walking program, One-on-One Fitness Consultations, the Fitness Challenge, Steppin' Out group walking classes, exercise classes (yoga, aerobic/dance, stretch-breaks), and fitness lectures.

Tell-A-Health Coach

This telephone-based health-counseling program offers participants information and support from qualified health professionals on such topics as weight loss, exercise, and management of chronic conditions.

For more information on our GHB programs, please speak to your employer's benefits administrator.



Managing Chronic Illness and Conditions



With the help of BCBSRI's Health Management programs, thousands of members each year learn how to maintain and improve their health while facing medical conditions such as asthma, coronary artery disease, congestive heart failure, diabetes, and high-risk pregnancy. Free literature, classes, health tools, prevention reminders, and telephone-based counseling are offered through our programs and special events.*

Asthma Management Program

For our adult members with asthma, our Asthma Management program provides free classes and tools to help them control asthma using a peak flow monitor, and learn how to recognize the signs of an impending attack and respond with an effective treatment plan. Classes are in English, Spanish, Portuguese, and Khmer throughout Rhode Island. We also have resources for children with asthma and their parents.

Congestive Heart Failure Program (CHF)

This program provides support, information, and services to help members with CHF better manage their condition. Through educational materials and telephone support from a care coordinator, CHF program participants can improve their ability to carry out daily activities and improve their overall quality of life.

Coronary Artery Disease Program (CAD)

Our CAD program includes educational materials and medication reminder tools. We also offer a free, 12-month telephone-based lifestyle counseling program to members who have recently experienced a heart attack, a bypass graft, angioplasty, or stenting.



Diabetes Management Program

The information, tools, and special events offered in this program help participants manage their diabetes through regular blood sugar testing, good nutrition, exercise habits, annual eye exams, and proper foot-care. We also send reminders for diabetes exams and tests, and work closely with the Department of Health on a statewide program, My Diabetes Record: Taking Control of Diabetes.



Expectant Mothers at Risk

Members planning a family or already pregnant can receive assistance through the Little Steps® Prenatal Program. (Please see the following section, "Keeping Kids Healthy.") Sometimes members experience high-risk pregnancies. For these members, Certified Case Managers are available to help ensure they receive the services needed for a safe pregnancy and a healthy baby.

* Some programs offer materials in Spanish and Portuguese.

Keeping Kids Healthy

The best time to start health education and prevention is early in life. The following programs focus on improving health for the young, from prenatal to adolescence.

Little Steps® Prenatal Program

The Little Steps program helps members who are pregnant to better understand proper prenatal care. They receive a book with information about what to expect during pregnancy, a list of free community classes, and discounts on breast pumps and baby items. The pre-natal program also promotes the importance of recognizing and dealing with postpartum depression.



Freshman Class

The Freshman Class program waives copayments, if applicable, for well-baby visits during the first 15 months of life. Parents also receive mailings that include a child safety CD-ROM, a book on infant and child healthcare, informative brochures, a parent's guide to children's dental health, and discounts on safety products and accessories. A survey of past participants showed that the children's healthcare book also prevented unnecessary calls and visits to the doctor and emergency room.

The Toddler Program

Our program for children aged 18 to 24 months includes a newsletter filled with information on general well-child visits and immunizations, safety, parenting issues, and a host of other topics of interest to parents of toddlers. The program allows members to choose a free book on toddlers from a list of popular selections.

Oral Health With Mighty Molar

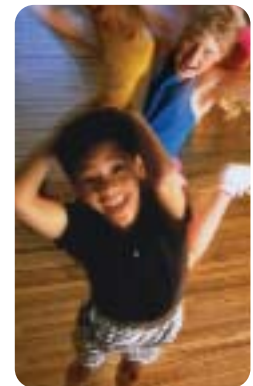
Maintaining oral health can be fun and easy for children while helping to prevent costly dental bills for their parents. BCBSRI's toothy mascot, Mighty Molar, makes special appearances at public events throughout the state to excite and educate children about proper dental care. Children who attend these events can receive free materials. For instance, Mighty Molar stars in two comic books (a winter edition and a summer edition), and will launch his first interactive children's game on CD-ROM this year.

Children's Walking Program

Childhood obesity in the U.S. is on the rise as a result of poor eating habits and lack of exercise. To encourage physical activity at an early age, BCBSRI promotes walking clubs in Rhode Island elementary schools. Free start-up kits contain all the materials needed to form a walking club, including parental permission letters, mileage marker cards, prizes, and certificates.

Teen Anti-Smoking Program

Each winter, BCBSRI sponsors an annual Teen Smoking Cessation Awareness Contest for middle and high school students throughout Rhode Island. Students collaborate, under the direction of an advisor, to create advertising ideas that promote treatment and prevention of tobacco addiction and illness. First-place winners work with a local advertising agency to prepare finished ads that air on local television and radio stations during the summer and fall.



Immunization Reminders

From birth through their teens, children require a number of immunizations to protect them from a variety of serious diseases. Throughout the year, BCBSRI sends timely notices to parents of all its young members, reminding them about which shots their children should have and when.

A Lifelong Commitment to Good Health

Health and wellness play a large role in quality of life, but too many people wait until they become ill or injured to address their own health. The right time to pay attention to your health is now.

Of course, only you can make that choice. Just remember you don't have to go it alone. BCBSRI offers many effective programs and services to support your needs. For more information, please call one of the numbers below or visit our Web site.



BluePrint for LifeSM is a comprehensive health promotion and illness prevention program. From newborn babies to seniors, BluePrint for Life offers strategies, information, and programs to help members make better choices and lead healthier lives.

BluePrint for Life Message Center

(401) 459-5234

Chronic Conditions

(401) 459-5817 (Asthma program)

(401) 459-5234 (All other programs)

(401) 459-5673 (Members requiring case management)

Customer Service

BlueCHiP Members (401) 274-3500

BlueCHiP for Medicare Members (401) 277-2958

HealthMate Members (401) 459-5000

Our Web Site

www.BCBSRI.com



Your Plan for Life.SM

www.BCBSRI.com

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