

Take Charge of Your Health with the Healthy LifestylesSM programs

Independence Blue Cross wants to reward you for taking important steps to improve your health. The Healthy Lifestyles programs provide incentives and tools to encourage you to take an active role in your health. Listed below are just few of the Healthy Lifestyles programs available to you. A complete list and eligibility requirements can be found by visiting our website at www.ibxpress.com and clicking on the Healthy Lifestyles tab.



Quit Smoking Incentive:

If you smoke, quitting is one of the best things you can do for your health. Quit now and you can lower your chances of developing lung cancer, heart disease and stroke. Quitting isn't easy and many people try more than once before they succeed. To help you quit for good, the Healthy Lifestyles program provides you with up to a \$200 reimbursement for enrolling and successfully completing a smoking cessation program.



Personal Health Profile:

Curious to see how healthy you really are? Want to know what changes you can make today that can have the biggest impact on your health? Then take the online Personal Health Profile. This fun, informative tool provides you with a detailed report on the areas of your health you can improve upon.



Healthy Weight, Healthy You:

Support and encouragement can make all the difference in finding and sticking to a healthy eating and exercise plan. To help you find a weight management plan that is right for you, we offer the “Healthy Weight, Healthy You” program. You may also be eligible to receive up to a \$200 reimbursement per year for your class fees or membership costs for approved weight management programs or on-site Weight Watchers® classes and \$150 towards approved fitness center fees.

Remember, by calling **1-800-ASK-BLUE (1-800-275-2583)** you can speak to a ConnectionsSM Health Coach—a specially trained health professional—anytime, day or night, to help you with the topics listed above and much more!


Health Coaches • Available 24/7 • Call 1-800-ASK-BLUE

Take Small Steps to Make a Big Difference.

Take advantage of the *new* HealthMedia® online health and wellness programs offered to you by Independence Blue Cross. You can access these programs anytime, at **no cost** to you. Each program helps you reach your wellness goals by providing you with a personalized plan based on your answers to a short survey.

Check out these HealthMedia programs:

care™
for Your Back



Don't let back pain get in your way.

HealthMedia® **Care™** for Your Back: Care for Your Back helps you tackle the pain, frustration, and stress from back pain.

relax™



Feeling stressed?

HealthMedia® **Relax™**: Relax helps you deal with the stresses of everyday life—including stress related to work, school, family, health, relationships, and finances.


nourish™



Healthy eating doesn't have to be complicated.

HealthMedia® **Nourish™**: Nourish creates a personalized nutrition program that fits your lifestyle.

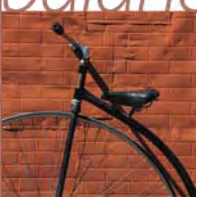
breathe™



Thinking about quitting smoking?

HealthMedia® **Breathe™**: Breathe helps you create a plan with personalized strategies for decreasing your dependency on smoking, dealing with cravings, and quitting for good.

balance™



Take control of your weight.

HealthMedia® **Balance™**: Balance creates a weight management and physical activity plan just for you.

You can use as many of these programs as you'd like. Don't know where to start or want to discuss health issues? Call a Connections Health Coach today at 1-800-ASK-BLUE (1-800-275-2583). Visit the Connections Dialog CenterSM website anytime at www.ibxpress.com to access these helpful programs.