

Staying healthy just got less expensive



FLORIDA

An Independent Licensee of the
Blue Cross and Blue Shield Association

Great discounts and valuable information you can use all year long—Blue365

You can save BIG on a wide variety of healthy products and services through our members-only discount program—Blue365*. Take advantage of exclusive discounts at select local companies and leading, national brands for your everyday health and wellness or family care—even healthy vacation destinations! Save up to 60% on fitness clubs, exercise equipment, contact lenses or glasses, nutrition and weight management programs and so much more! All included as part of your Blue membership.

Exercise and Weight Management

Nutrisystem® Weight Management

Save an extra 12% on any 28-day program order and get an extra week of food. Get 10% discount on the advance line program if a member purchases two consecutive auto-ship orders.

eDiets®

- ✓ Get \$25 off membership in customized, online diet and fitness programs, with no enrollment fee.
- ✓ 25% off a fresh meal delivery program, \$50 off fresh meals.

Jenny Craig® Weight Management

- ✓ You and your eligible dependents can enjoy a FREE 30-day trial program† and 25% off the 1-year Premium Success Program†.
- ✓ Plus a FREE welcome kit, dining out guide, cookbook, water bottle, pedometer, snacks, reusable grocery bag, and freezer bag.

†Plus the cost of food and shipping, when applicable. Discounts apply to membership fee only. Offer good at participating Centers and Jenny Direct® in the U.S., Canada and Puerto Rico.

Snap Fitness®

Get 50% off the current enrollment fee, 10% off personal training sessions, a complimentary 1-month online nutrition and meal planning membership, and more.

Anytime Fitness®

Members get a free 7-day pass and 50% off standard enrollment at more than 1,300 locations that are open 24/7. Additionally, a free 60-day enrollment to a website dedicated to nutrition, fitness, disease prevention and management, and all things health and wellness (a \$99 value).

Apparel and Gear

Polar

Save up to 25% on a selection of heart rate monitors that will allow you to track your progress, plus get recommendations on choosing a type of exercise, access training programs tailored to individual level and goals, and much more.

It's easy to find out all the details for these exclusive savings—the information is available online 24/7 for your convenience.

Simply log in at bcbsfl.com. Under the **Discounts & Rewards** tab, choose **Discount Programs**. New discounted products and services are being added all the time—so check back often for new savings opportunities.

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Reebok

- ✓ Make a purchase of footwear and apparel from the online Reebok store and receive a 20% discount and free shipping on the entire order (enter Promo Code REEBOK365 at checkout on reebok.com).
- ✓ At Reebok outlet stores when you use one of the online coupons you'll receive 15% off the entire purchase.
- ✓ Plus each quarter there are additional specials just for our members, including Reebok Friends and Family events at 30% off and free shipping at Reebok.com, and 40% off at Reebok Outlets.

Everlast

You can enjoy a 20% discount on fitness-related sporting goods equipment, apparel, footwear, and accessories.

Men's Health/Women's Health

Members will receive a 10% discount on fitness kits designed by the editors of *Men's Health* and *Women's Health* magazines. These total body program-based work outs have everything they need to get back in shape!

Sportline

You can receive up to a 30% discount on pedometers, heart monitors, and other products designed to help you achieve your fitness goals and live a healthier lifestyle.

Health and Wellness

Children's Nutrition Education

Nutritional information is available for members' children through the SuperKids program from Dole Food Company, Inc. The program offers unique Superkids recipes, games, and comics, and, where available, printable coupons for in-store promotions.

Hope Paige Designs

Members will have access to Hope Paige Designs' discounted products through the Blue365 website. Hope Paige Designs offers a line of fashionable, trendy and chic medical emergency bracelets. Every Blue365 member who makes a purchase from Hope Paige Designs' online store will receive a 30% discount off list price and free shipping on the entire order.

Healthways

You will have access to Healthways Fitness Your Way program, which includes a fitness membership, a network of health and well-being specialists, as well as other products and services. You will pay directly for the program. Membership is a \$25 initiation fee per member and \$25 monthly fee with only a 3-month commitment. Your membership will include:

- ✓ Discounts up to 30% off for access to a network of over 40,000 health and well-being specialists including chiropractors, acupuncturists, massage therapists, personal trainers, dieticians and much more!
- ✓ Access to more than 8,000 participating fitness centers nationwide including select Curves®, Gold's Gym, Lifestyle Family Fitness, Platinum Gym, 24 Hour Fitness and much more!

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Vision and Hearing Services

Lasik

You have a choice of companies to go to for great discounts on laser vision correction services for traditional and custom LASIK. Check out QualSight® and LasikPlus for all of your options.

Eye exams, glasses and contact lenses

You can enjoy significant savings on eye exams, contact lenses, frames and eyeglass lenses at premier retail centers across the country including Sears Optical, Walmart Vision Center, JCPenney Optical, and Pearle Vision with a 30-day member satisfaction guarantee. Enjoy typical savings of 10%-60% off of average retail prices.

Hearing Care and Products

You have a choice of companies for your hearing needs. TruHearing and Beltone™ offer big discounts on eligible products and services, including hearing and screening exams, hearing aids, plus custom fitting and follow-up visits.

Healthy Travel and Family Fun

We even have discounts for you on vacation destinations. If you are looking for a spa vacation,

- ✓ **Fairmont Hotels®** offers a 10% discount off Best Available Rate room pricing at time of booking, plus other specials like a members-only “Blue365 massage” at Fairmont’s Willow Stream spas.

Information and support for you and your family

Eldercare

- ✓ Through Seniorlink™, an eldercare management and advisory service, you’ll receive discounts on 3- or 12-month memberships that include unlimited personalized telephone and internet-based assistance, advice and support when caring for a family member.
- ✓ They can help you understand your options, create a comprehensive plan of care that promotes independence and quality of life for seniors, and help you find the perfect local eldercare services in your community or across the country.

Tax Preparation Service

You can receive a 25% discount off federal online do-it-yourself personal tax services from H&R Block. H&R Block is one of the world’s largest tax services providers, utilizing more than 100,000 highly trained tax professionals and having prepared more than 550 million tax returns worldwide since 1955.

*Blue365® offers access to savings on items that members may purchase directly from independent vendors. Blue365 does not include items covered under your policies with Blue Cross and Blue Shield of Florida or any applicable federal health care program. To find out what is covered under your policies, call Blue Cross and Blue Shield of Florida. Blue Cross and Blue Shield Association (BCBSA) and local Blue companies may receive payments from Blue365 vendors. Neither BCBSA nor any local Blue company recommends, endorses, warrants or guarantees any specific Blue365 vendor or item. For more information about Blue365, go to bcbsfl.com.

Member 63490-0212R.E