



HUGHP and Blue Cross Blue Shield of Massachusetts— Working Together to Keep You Healthy

To help you become an even more informed, proactive, and health-conscious consumer, we've provided a range of health and wellness programs, discounts, and resources below. Visit www.bluecrossma.com/membercentral to learn more and get started.

AHealthyMeSM

Ahealthyme.com is your online destination for family fitness and fun. Here you can quickly find health news and wellness information for yourself and your entire family.

What You'll Find:

- **New Multimedia Center**—Browse the extensive video library, view animations that show how our bodies work, and listen to podcasts on family health topics like asthma, children's health, headaches, and more.
- **More Interactive Tools**—Assess your health with fun quizzes, risk assessments, and calculators to measure body mass, calorie burn rate, and more.
- **In-Depth Health Centers**—Get statistics, FAQs, and educational materials on preventing disease and managing chronic conditions, such as diabetes and heart disease.
- **Expanded Alternative Medicine Information**—Learn about different types of alternative medicine, including herbal and dietary supplements, acupuncture, and massage therapy.
- **Extensive Medical Encyclopedia & Health Library**—Learn about a full range of health topics from A to Z.

Ahealthyme.com also gives you access to member-only online resources that support your health and wellness goals. Discover our social media site My Blue Community,SM as well as discounts and savings at Blue365,SM wellness planning at MyBlueHealth,SM and our GoalGetterTM iPhone apps—all at ahealthyme.com.

1. If you are a first-time user, register with MyBlueHealth and read how your personal information is protected under federal law. If your employer chooses to implement a financial incentive program in connection with your use of MyBlueHealth, to the extent permitted by law, the minimum necessary personal health information may be shared to enable your employer to implement a gift, reward, incentive, or other program that may be available as a result of your participation.

Reimbursements

Fitness Benefit

As a Harvard University Group Health Plan (HUGHP) member, you or a family member can receive reimbursements for up to \$150 per calendar year in qualified health club membership fees.

Weight Loss Benefit

In addition to the Fitness Benefit, you or a family member can also be reimbursed for up to \$150 per year for participating in a Blue Cross Blue Shield designated weight loss program.

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MyBlueHealth

Making informed, healthy choices can improve the quality of your daily life and help ensure a healthy future. Register at MyBlueHealth, www.mybluehealthma.com, and you'll get access to a world of wellness resources, including:

- **Health Assessment¹**—Use this assessment to identify potential health risks. At the end, you'll get your results, including suggestions for improving your health.
- **Customized Tools and Support**—Get personalized action plans, helpful recipes, trackers, and more.
- **Healthy Lifestyle Programs**—Find wellness program information on topics like nutrition, stress management, and quitting smoking.

Blue Care LineSM

Need to decide whether to seek emergency treatment, contact your doctor, or care for yourself at home? Call the Blue Care Line at **1-888-247-BLUE (2583)** and speak to a nurse 24 hours a day, 7 days a week.

Blue365

Find exclusive health and wellness deals with very attractive discounts. Save on-the-spot with any of our feature deals—available for a limited time only. Or explore any of our standing deals, redeemable anytime.

- **Weekly deals email**—Sign up for a weekly email and get great deals delivered right to your inbox.
- **Save locally or nationally**—Get great deals right in your own community or across the country.
- **Refer a friend, earn a reward**—Refer other Blue Cross plan members to Blue365 and after they make their first purchase, you get \$10 to spend on a future deal.

Living Healthy[®]

- **Living Healthy Babies[®]**—Find information and resources designed to help keep mother and baby healthy before conception, during pregnancy, and throughout the first year.
- **Living Healthy Smoke-freeSM**—Get the education and support you need to quit.
- **Living Healthy NaturallySM**—Take advantage of discounts of up to 30 percent for alternative health therapies (acupuncture, massage therapy, nutrition counseling).

My Blue Community

Our health-focused social networking experience brings you together with other Blue Cross plan members from across the country. Explore health and wellness forums on a broad range of topics including:

- **Ask the Expert**—Seek advice from chefs, nutritionists, health coaches, and more.
- **Diseases & Conditions**—Discuss topics ranging from the common cold to cancer.
- **Fitness & Nutrition**—Exchange tips about staying in shape, losing weight, and eating right.
- **Mental & Personal Health**—Share stories about relationships, sleep, pregnancy, and more.
- **Water Cooler**—Create your own discussions.

More Information

Call Member Service at the number on the front of your ID card.

Get Started

Visit www.bluecrossma.com/membercentral.

