

# BlueResource<sup>SM</sup>



*Experience. Wellness. Everywhere.<sup>®</sup>*

**Health Care Common Sense**



**BlueCross BlueShield  
of New Mexico**

# BlueResource | Introduction

*In a challenging economy, Americans may feel they have to cut back on healthy activities and habits along with other extras in their lives. A recent American Heart Association survey\* reported that 57 percent of respondents said the economy has affected their ability to take care of their health. What many people may not realize is that using the health plan benefits and support services provided by employers can actually help them save money in the long run.*

Effective communications are fundamental in promoting employee wellness. Help increase health plan utilization through awareness of the various wellness programs and resources offered by Blue Cross and Blue Shield of New Mexico. Capitalize on these communications and use the messages to your organization's advantage.

## Controlling health care costs

**BlueResource – Health Care Common Sense** promotes practical ways to help control health care costs and individual money-saving opportunities, such as:

- Preventive measures like flu shots, health screenings and checkups
- Knowing when to use an urgent care clinic vs. the ER
- Choosing generics over brand-name drugs
- Using medication properly
- Communicating with a doctor and pharmacist
- Taking advantage of wellness tools and resources from Blue Cross and Blue Shield of New Mexico (BCBSNM)—some that offer financial incentives for healthy behaviors

Check out the **BlueResource** messages and artwork. Text from all PDFs is provided in Word files, and all files are available in both English and Spanish. Locate the files you want on the CD provided in the back of this booklet.

## Additional communications

The **BlueResource Communication Program** includes a group of booklets that focus on a variety of health and wellness topics, including stress management, preventive screenings and weight loss. Be sure to keep each edition of **BlueResource** you receive. The theme of each booklet is different, and taken together, the files offer a robust collection of employee wellness messages.

\*American Heart Association, March 2009

**Schedule a yearly exam as your checkpoint for preventive health**

### Is a health checkup on your checklist?

Having a yearly checkup is one of the most important things you can do to help stay healthy. Talk to your doctor about health screenings you will need this year. Use this list as a guide for your discussion:

- Cholesterol check
- Blood glucose (sugar) to detect diabetes
- High blood pressure screening
- Colon cancer screening
- Skin cancer check
- Male- and female-specific screenings
- Immunizations

Make time for your annual checkup. Getting the right health screenings, tests, services and treatments helps improve your chances for living a longer, healthier life.

Check your health history to determine if your health plan coverage pays for the type of screening.

BlueCross BlueShield of New Mexico  
Experiences. Wellness. Everywhere.™

www.bcbsnm.com

**Annual Checkup Poster**  
52007.0709 - English  
52007.0709 SP - Spanish

**Health care in the right place at the right time**

### Where to go for health care

Accidents and illnesses can happen at any time. And knowing where to seek care is not always easy. Research shows that ER visits have increased by more than 30 percent in the past decade. Going to the ER isn't always the best choice—for your care or your wallet.

Knowing your health care choices can help save time and money. Use this chart as a guide.

Out-of-pocket cost	Where to go	When to go	Examples
Lowest	In-network doctor or clinic	Visit your doctor for routine care during office hours	Health exams, colds, flu, sore throats, minor injuries, aches and pains
Moderate	In-network urgent care clinic	Go for non-emergency needs when your doctor's office is closed or if you need immediate medical attention	Simple cuts, burns, ear infections, sprains and minor injuries
Highest	Hospital ER	Use the ER if you have serious symptoms or a life-threatening emergency	Severe bleeding, chest pain, poisoning and broken bones

For medical emergencies, call 911 or go to the local hospital emergency room.

BlueCross BlueShield of New Mexico  
Experiences. Wellness. Everywhere.™

www.bcbsnm.com

**ER Poster**  
52008.0709 - English  
52008.0709 SP - Spanish

**Learn your numbers to keep healthy odds in your favor**

### Make prevention your intention

Do you know your numbers? It's important to know your cholesterol and triglyceride (or fat) levels, blood pressure readings and more.

Talk to your doctor about preventive screenings, and have a follow-up discussion once you have the results. Use these goals as a starting point:

- **Waist measurement:** less than 35 inches for women and less than 40 inches for men
- **Blood glucose (blood sugar) before eating:** less than 100 mg/dL
- **Body mass index (BMI):** less than 25 kg/m<sup>2</sup>
- **Blood pressure:** less than 120/80 mmHg
- **HDL (good) cholesterol:** 60 mg/dL or higher
- **LDL (bad) cholesterol:** less than 100 mg/dL
- **Total cholesterol:** less than 200 mg/dL
- **Triglycerides:** less than 150 mg/dL

BlueCross BlueShield of New Mexico  
Experiences. Wellness. Everywhere.™

www.bcbsnm.com

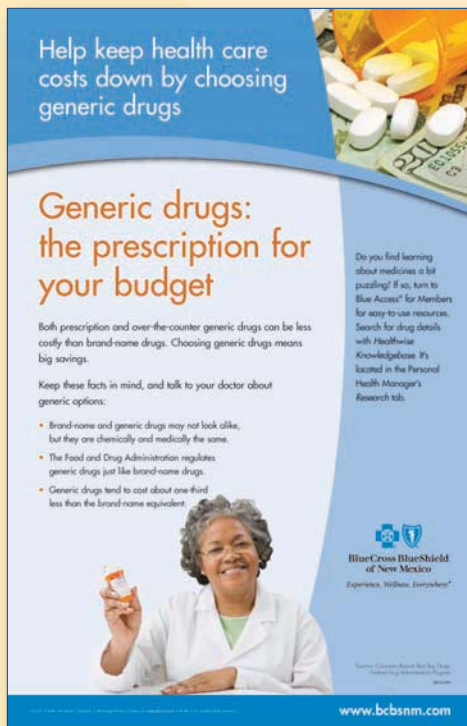
**Know Your Numbers Poster**  
52009.0709 - English  
52009.0709 SP - Spanish

## Tip!

Print and hang in employee break rooms and other common areas.

## Tip!

Use as artwork in employee booklets and newsletters.



Help keep health care costs down by choosing generic drugs

### Generic drugs: the prescription for your budget

Both prescription and over-the-counter generic drugs can be less costly than brand-name drugs. Choosing generic drugs means big savings.

Keep these facts in mind, and talk to your doctor about generic options:

- Brand-name and generic drugs may not look alike, but they are chemically and medically the same.
- The Food and Drug Administration regulates generic drugs just like brand-name drugs.
- Generic drugs tend to cost about one-third less than the brand-name equivalent.

Do you find learning about medicines a bit puzzling? If so, turn to Blue Access® for Members for easy-to-use resources. Search for drug details with Healthwise Knowledgebase. It's located in the Personal Health Manager's Research tab.

BlueCross BlueShield of New Mexico  
Experience. Without. Exception.™

www.bcbsnm.com

**Generic Drugs Poster**  
52010.0709 - English  
52010.0709 SP - Spanish



### Get a dose of the right medicine with these helpful tips

### Do you pass the medicine chest test?

Perhaps you have some prescriptions in your medicine cabinet. Are you taking them the right way? Are you following safety measures? Do you try to make sure your medicines are benefiting you to the fullest? Put these safety tips into practice:

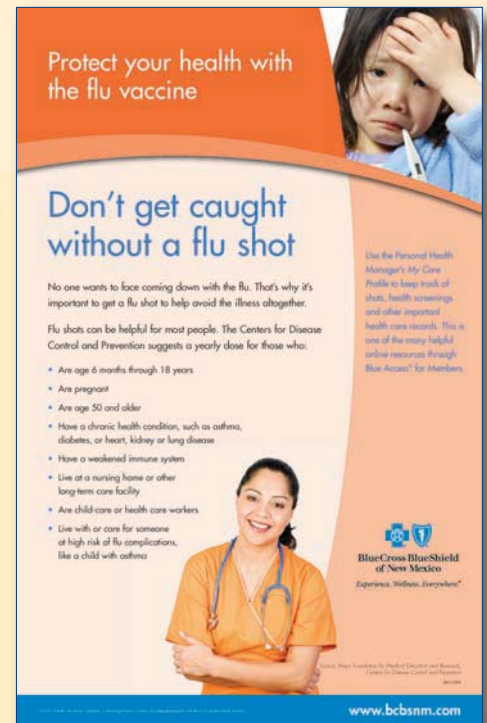
- Know what your medicines are used for and how to take them.
- Don't take medicines that are out of date.
- Keep a list of all medicines you take. Be sure to share it with your doctor at each visit.
- Read the drug labels and warnings, including side effects.
- If your medicine looks different than you expected, ask your pharmacist why.
- Don't share your medicine with anyone, and don't use drugs prescribed for someone else.
- Ask your doctor if you need milk.
- When advised by your doctor, schedule tests to see if the medicine is working.

Study up on drug safety—and other health and lifestyle topics—by visiting the Articles & Recipes section on the Personal Health Manager (PHM). Log in to Blue Access® for Members and click the PHM icon.

BlueCross BlueShield of New Mexico  
Experience. Without. Exception.™

www.bcbsnm.com

**Medicine Safety Poster**  
52011.0709 - English  
52011.0709 SP - Spanish



### Protect your health with the flu vaccine

### Don't get caught without a flu shot

No one wants to face coming down with the flu. That's why it's important to get a flu shot to help avoid the illness altogether. Flu shots can be helpful for most people. The Centers for Disease Control and Prevention suggests a yearly dose for those who:

- Are age 6 months through 18 years
- Are pregnant
- Are age 50 and older
- Have a chronic health condition, such as asthma, diabetes, or heart, kidney or lung disease
- Have a weakened immune system
- Live at a nursing home or other long-term care facility
- Are child-care or health care workers
- Live with or care for someone at high risk of flu complications, like a child with asthma


Use the Personal Health Manager's My Care Profile to keep track of shots, health screenings and other important health care records. This is one of the many helpful online resources through Blue Access® for Members.

BlueCross BlueShield of New Mexico  
Experience. Without. Exception.™

www.bcbsnm.com

**Flu Shots Poster**  
52012.0709 - English  
52012.0709 SP - Spanish

Improve your health care by communicating with your doctor




### How to talk to your doc

Research shows that patients who have a good relationship with their doctors are happier with the care they receive. Plus, these patients say they get better care. Try out these tips the next time you visit the doctor:

- Jot down a list of questions you need answered by the doctor.
- Be ready to give your health history, symptoms, medicines, vitamins and supplements, and any allergies you have.
- Ask questions. If needed, take notes and ask for further details if you don't understand something.
- Follow up if you have questions, experience side effects, or if your symptoms get worse.
- Learn about your diagnosis by finding out more about the condition and how to control or treat it.
- Take an active role in the decisions about your health care and treatment plan.

Boost your health care know-how even more! The Personal Health Manager's Ask A Nurse feature provides answers to your health care questions. Get to this resource by logging in to Blue Access® for Members and clicking the Personal Health Manager icon.



BlueCross BlueShield of New Mexico  
Experience. Without. Exception.™

www.bcbsnm.com

**Doctor Questions Poster**  
52013.0709 - English  
52013.0709 SP - Spanish

Trust your pharmacist's experience to get the full benefits from your medications



### Knowing your pharmacist is good medicine

Make an effort to get to know your local pharmacist. Building this relationship will help you know a lot more about the medicines you or your family members take. Your pharmacist can tell you about:

- When and how to take the medicine and what to do if you miss a dose
- Possible drug interactions, allergies and side effects
- Safety information during pregnancy or breastfeeding
- A suggested generic, lower cost alternative for the medicine
- What foods, drinks or activities to avoid while on the medication
- How to store the medicine

If you're looking for a pharmacist, select one the same way you select a doctor. Choose a pharmacist who will take time to talk to you and answer your questions at each visit.

Looking to improve your health care know-how? Acquire yourself with the Healthwise Knowledgebase, your online resource for researching medications and other health topics. Find this and other wellness tools on the Personal Health Manager through Blue Access® for Members.



BlueCross BlueShield of New Mexico  
Experience. Without. Exception.™


www.bcbsnm.com

**Pharmacist Questions Poster**  
52014.0709 - English  
52014.0709 SP - Spanish

# Tip!

Cut and paste text copy into your employee communications.

Get more mileage from your health care benefits




### Go the extra mile to save on health care costs

Everyone wants to save money, and that includes stretching health care dollars. Knowing how to get the most from your health care benefits can help. Shift to faster savings with these benefit boosters:

- Use in-network doctors, clinics and hospitals. Before every visit, call to make sure that each doctor or facility accepts your health insurance.
- Go to your doctor or an urgent care clinic instead of the ER for non-emergency health concerns.
- If needed, make sure your doctor's office handles pre-certification for in- and out-patient procedures.
- Ask your doctor if generic drugs can be used.
- Bring your prescription drug formulary list to doctor's visits. A formulary is a list of preferred drugs covered by your pharmacy benefits. If your doctor prescribes from this list, your prescription copay will be lower.
- Use the mail-order drug option.
- Practice prevention. Visit the doctor for an annual checkup. Wash your hands. Eat a healthy diet and exercise each day. Brush your teeth and have regular dental exams.

The BlueCross™ discount program gives you even more ways to save money. You'll get discounts on extra health care products and services, such as gyms, spas and vision services. For more details, visit Blue Access® for Members and click the My Coverage tab.



BlueCross BlueShield of New Mexico  
Experience. Without. Exception.™

www.bcbsnm.com

**Maximizing Benefits Poster**  
52016.0709 - English  
52016.0709 SP - Spanish

# Tip!

Repeating simple messages reminds your employees to make informed choices.

## Tip!

Encourage your employees to make informed choices using the online wellness tools and other resources available through Blue Access® for Members.



Enjoy a lifetime of healthy smiles with good dental care

### Don't brush off good dental hygiene

Taking good care of your teeth right now will keep them healthy and strong for a lifetime. Apply these dental care basics to keep your teeth—and your health—on their best.

- Brush your teeth at least twice a day using a toothbrush with soft bristles and fluoride toothpaste. Use in circular motion and short back-and-forth strokes.
- Always brush gently along the gum line.
- Remember to brush your tongue.
- Floss your teeth each day.
- Replace your toothbrush at least every three months.

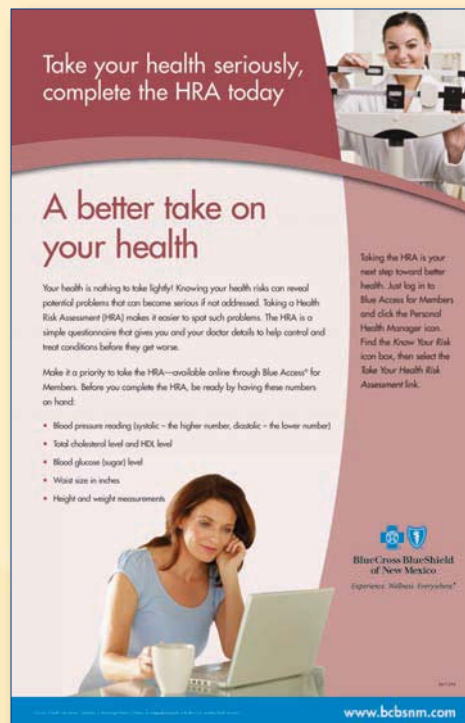
Your oral health is linked to your overall health, and sometimes the first sign of disease shows up in your mouth. That's why it is important to visit your dentist every six months for dental cleanings and checkups.

Brush up on dental care with the Healthiest Knowledgebase. It's available on the Personal Health Manager through Blue Access® for Members. Log in and click the Research tab to explore dental health resources.

BlueCross BlueShield of New Mexico  
Experience. Wellness. Everywhere.™

www.bcbsnm.com

**Dental Health Poster**  
52015.0709 - English  
52015.0709 SP - Spanish



Take your health seriously, complete the HRA today

### A better take on your health

Your health is nothing to take lightly! Knowing your health risks can reveal potential problems that can become serious if not addressed. Taking a Health Risk Assessment (HRA) makes it easier to spot such problems. The HRA is a simple questionnaire that gives you and your doctor details to help control and treat conditions before they get worse.

Make it a priority to take the HRA—available online through Blue Access® for Members. Before you complete the HRA, be ready by having these numbers on hand:

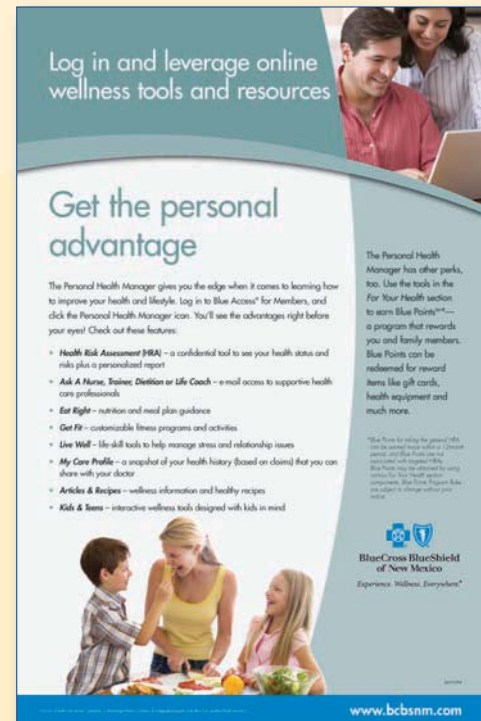
- Blood pressure reading (systolic – the higher number, diastolic – the lower number)
- Total cholesterol level and HDL level
- Blood glucose (sugar) level
- Waist size in inches
- Height and weight measurements

Taking the HRA is your next step toward better health. Just log in to Blue Access for Members and click the Personal Health Manager icon. Find the Know Your Risk icon box, then select the Take Your Health Risk Assessment link.

BlueCross BlueShield of New Mexico  
Experience. Wellness. Everywhere.™

www.bcbsnm.com

**Health Risk Assessment Poster**  
52017.0709 - English  
52017.0709 SP - Spanish



Log in and leverage online wellness tools and resources

### Get the personal advantage

The Personal Health Manager gives you the edge when it comes to learning how to improve your health and lifestyle. Log in to Blue Access® for Members, and click the Personal Health Manager icon. You'll see the advantages right before your eyes! Check out these features:

- Health Risk Assessment (HRA)** – a confidential tool to see your health status and risks plus a personalized report
- Ask A Nurse, Trainer, Dietitian or Life Coach** – e-mail access to supportive health care professionals
- Eat Right** – nutrition and meal plan guidance
- Get Fit** – customizable fitness programs and activities
- Live Well** – life skill tools to help manage stress and relationship issues
- My Care Profile** – a snapshot of your health history (based on claims) that you can share with your doctor
- Articles & Recipes** – wellness information and healthy recipes
- Kids & Teens** – interactive wellness tools designed with kids in mind

The Personal Health Manager has other perks, too. Use the tools in the For Your Health section to earn Blue Points™—a program that rewards you and family members. Blue Points can be redeemed for reward items like gift cards, health equipment and much more.

\*Blue Points to enjoy the general rules can be earned from a variety of sources (points) and Blue Points can be redeemed for reward items. Blue Points may be earned by using services that require a Blue Points purchase. Blue Points may also be earned by using services that require a purchase. Blue Points may also be earned by using services that require a purchase.

BlueCross BlueShield of New Mexico  
Experience. Wellness. Everywhere.™

www.bcbsnm.com

**Personal Health Manager Poster**  
52019.0709 - English  
52019.0709 SP - Spanish

## Tip!

Include messaging in executive communications to promote proper health care utilization and wellness resources.

front

## Investing in your future



### Stay healthier by taking preventive measures

Your health is your biggest asset. When your health isn't at its best, the costs, both physically and financially, can be high. Be sure to take advantage of preventive programs and services to help take care of your health. Yearly checkups, flu shots and immunizations, mammograms and other screenings are just some of the most important steps to take.

Take stock and reap rewards! Look for extras offered by your health care plan that can add more value to your wellness goals and save money. Turn the page over to learn more.

**One healthy step further**

Keep helpful online wellness resources top of mind. One first-rate resource is the Health Risk Assessment (HRA) that helps you measure your overall health and pinpoint things that need work. Cut out this wallet-sized card for a handy guide.

[www.bcbsnm.com](http://www.bcbsnm.com)

**Take your HRA**

Take your HRA each year to help prevent your biggest investment—your health. Have these details ready before taking the HRA:

- Weight and weight
- Specific (lastest) number of blood pressure reading
- Diastolic (last) number of blood pressure reading
- Last cholesterol level and HDL (good) cholesterol
- Blood glucose (sugar) level
- Waist measurement in inches

**Take your HRA**

Take your HRA each year to help prevent your biggest investment—your health. Have these details ready before taking the HRA:

- Log in to Blue Access® for Members
- Click the Personal Health Manager icon
- Find the Know Your Risk box below the menu bar
- Select Take Your Health Risk Assessment

Once you finish the HRA, you'll get a report that shows your health risks and tips to make changes.

back

## Banking on your benefits



Are you looking for ways to save money while taking care of yourself and your family? Try tapping into the full value of your health plan benefits. You will not only make improvements in your health, but help your bank account, too.

**Work the network**

Check to make sure your doctor is in your plan's network by calling the office before your visit. Using out-of-network doctors may cost a lot more than using an in-network provider.

**Revisit ER visits**

Save ER visits for true emergencies, such as chest pains, broken bones or serious bleeding. A visit to the ER will cost much more than seeing your doctor or going to an urgent care clinic.

**Save with no-frills pills**

Brand-name drugs cost more than generics. Switching to generics can add to your savings each year. Talk to your doctor about generic versions of drugs you are taking.

**Cash in on mail order**

See if your benefits include a mail-order drug program. If so, use it for big savings on drugs you take all the time.

**Use, don't lose, your FSA**

Don't let unused flexible spending account (FSA) dollars slip away at the end of the year. Make good use of your FSA for health care and dental costs. Also, stock up on other FSA-eligible items, like over-the-counter drugs, sun block and prescription glasses.

**Be well-informed**

Make use of wellness incentives, like the Blue Points™ rewards program. When you log in to Blue Access® for Members and use the Personal Health Manager's *For Your Health* feature, you will chalk up Blue Points that can be redeemed for rewards like gift cards, wellness products and electronics.

**Better health starts here**

Investing in your health has big payoffs, and your HRA is a great way to get started. Take the private HRA with these easy steps:

- Log in to Blue Access® for Members
- Click the Personal Health Manager icon
- Find the Know Your Risk box below the menu bar
- Select Take Your Health Risk Assessment

Once you finish the HRA, you'll get a report that shows your health risks and tips to make changes.

[www.bcbsnm.com](http://www.bcbsnm.com)

**Tip!**  
Post fliers on your company's intranet site.

**Preventive Measures Flier**  
52020.0709 - English  
52020.0709 SP - Spanish

back

front

## Partners in health



### Building the bond with your doctor and pharmacist

Today it's more important than ever to take an active role in your health care. One way you can do this is by having a good relationship with your doctor and pharmacist. While these experts are well trained in their fields, there is one topic they need to know more about: you.

Before your next checkup or trip to the drug store, get ready. Plan to talk about your specific health issues with your doctor. Make a list of the drugs you are taking now. And be ready to ask questions about the care or medicines you get at your visit. When you, your doctor and your pharmacist work with each other, you'll get even better care.

**Talk and see the payoffs**

Cut out and carry this wallet-sized card to remind you to take control of your own health. Getting to know your doctor and pharmacist and asking the right questions can help you get the best results from your medicines.

[www.bcbsnm.com](http://www.bcbsnm.com)

**Questions to ask your pharmacist**

When getting prescriptions or over-the-counter medications from the drug store, ask your pharmacist these questions:

- When and how should I take my medication?
- How long should I take it?
- Will other medicines or alcohol interfere with this medication?
- What are the side effects, or will an organ of my body be affected?
- Will the medicine make me sleepy, and should I change my activities until I'm alert?

**Provider Relationship Flier**  
52021.0709 - English  
52021.0709 SP - Spanish

## Communication speaks volumes ...



When choosing a doctor, communication and trust are things to consider. You must be able to confide in your doctor and feel comfortable discussing all symptoms. In turn, your doctor should listen and give you options and feedback. Use these tips when you talk to your doctor to make sure you are on the same page.

**Make it orderly**

Your doctor's day is probably jam-packed, so make the most of the limited time you have during your office visits. Be organized. Get ready by writing down questions you want to ask ahead of time, and focus on your biggest concerns.

**Track your records**

Make a list and include: medicines and vitamins you are taking, signs of illness, tests, remedies, operations and anything else your doctor should know. The more you let your doctor know, the better the diagnosis and treatment you will receive.

**Express yourself**

Let your doctor know how much you want to take part in making decisions about your treatment. Also, discuss any cultural or religious beliefs that could have an impact on your care.

**Speak up**

Be sure to ask your doctor questions. If you don't get the answers you are looking for, try another source. Check out the Personal Health Manager's *Ask A Nurse* feature on Blue Access® for Members.

**Give and take**

While it's important to say what is on your mind, it's also important to offer a thank you or two if your doctor is open and gives you the help and care you expect.

**Keep in touch**

Communication is essential after leaving the doctor's office, too. Ask how to keep in touch between visits, whether it's through the office manager, nurse or e-mail.

**Pay a visit to Provider Finder™**

Before you visit the doctor, dentist or hospital, always check to make sure you are using an in-network provider. You can do this with Provider Finder. Here's how:

- Log in to Blue Access® for Members
- Click the Doctor & Hospital tab
- Select Find a Doctor or Hospital

Then download a provider directory or get a map and directions to your provider's office.

[www.bcbsnm.com](http://www.bcbsnm.com)



**Finish what you start**

 **BlueCross BlueShield of New Mexico**  
Experience. Wellness. Everywhere.®

[www.bcbsnm.com](http://www.bcbsnm.com)

A Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association

**Antibiotics Stuffer**  
52022.0709 - English  
52022.0709 SP - Spanish

otics. Germs that make you sick, like bacteria, can be pretty sneaky. If you  
es your doctor prescribes, the germs may come back. That means you might get

k your doctor for antibiotics when you're feeling run down. But you don't need  
ck. These drugs don't work for treating viral infections like colds or the flu.  
eat specific infections, so don't share antibiotics with anyone else.

something. And when you use antibiotics as prescribed, that could mean

Source: Mann Foundation for Medical Education and Research  
52022.0709

[www.bcbsnm.com](http://www.bcbsnm.com)



**Compatibility and trust ...**

 **BlueCross BlueShield of New Mexico**  
Experience. Wellness. Everywhere.®

[www.bcbsnm.com](http://www.bcbsnm.com)

A Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association

**Provider Relationship Stuffer**  
52023.0709 - English  
52023.0709 SP - Spanish

d relationship. And that goes for your doctor and pharmacist, too. When you  
higher-quality health care and more effective use of your medications.

t, pop a whole list of them each time you visit your doctor and local pharmacy.  
th care consumer, and that helps keep costs down, too.

our doctor and pharmacist—your partners for a healthy lifestyle.

Source: University of California, San Francisco  
52023.0709

[www.bcbsnm.com](http://www.bcbsnm.com)



**Could your health use a little recharging?**

 **BlueCross BlueShield of New Mexico**  
Experience. Wellness. Everywhere.®

[www.bcbsnm.com](http://www.bcbsnm.com)

A Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association

**Personal Health Manager Stuffer**  
52024.0709 - English  
52024.0709 SP - Spanish

source with the **Personal Health Manager!** It's offered through Blue Access®  
lth of electrifying resources, like *Articles & Recipes*, *Eat Right, Live Well* and

n the *For Your Health* section, and turn up the energy by earning  
rn in Blue Points for gift cards, fitness items, cool electronics and much more.

ge your health. Connect to the Personal Health Manager today!

\*Blue Points Program Rules are subject to change without prior notice.  
52024.0709

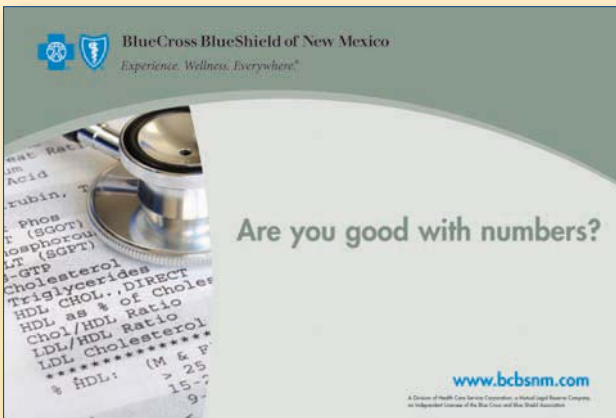
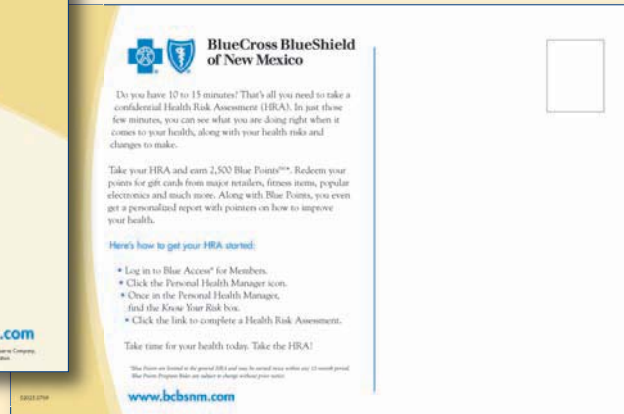
[www.bcbsnm.com](http://www.bcbsnm.com)

# Tip!

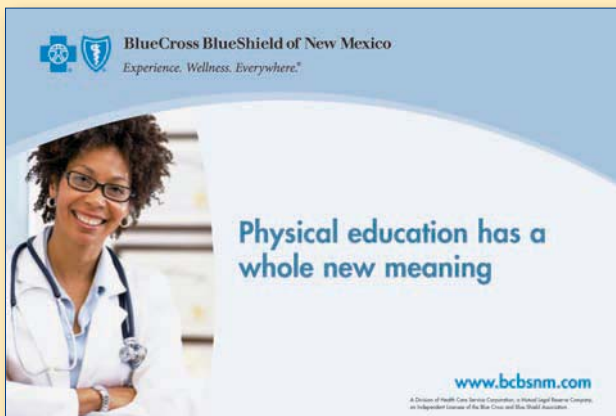
Planning to use postcards or paycheck stuffers electronically?  
Crop marks can be eliminated in Adobe Acrobat (full version) by using the Crop Tool.



**Health Risk Assessment Postcard**  
52025.0709 - English  
52025.0709 SP - Spanish



**Know Your Numbers Postcard**  
52026.0709 - English  
52026.0709 SP - Spanish



**Annual Checkup Postcard**  
52027.0709 - English  
52027.0709 SP - Spanish



## Tip!

Send a series of e-mails to your employees. Use the messages provided below and apply the e-banner for eye-catching appeal.

### ER e-mail

52029.0709 - English  
52029.0709 SP - Spanish

### Don't second guess your health care

It's an easy decision to head for the ER if you are having chest pains or some other emergency. But when other health problems arise, making a choice ...

### Generic Drugs e-mail

52032.0709 - English  
52032.0709 SP - Spanish

### Common name, uncommon savings

Who doesn't want to stretch their dollars these days? If you're not using generic drugs for your prescription and over-the-counter medicines, you're ...

### Provider Relationship e-mail

52030.0709 - English  
52030.0709 SP - Spanish

### A word on talking to your doctor

Take our word for it. Building a good relationship with your doctor can take health care to a whole new level. In fact, good communication between you and your doctor can help improve ...

### Preventive Screenings e-mail

52033.0709 - English  
52033.0709 SP - Spanish

### Lower health care costs with preventive screenings

Need antidotes to rising health care costs? Here's one remedy that can help: preventive health screenings. Health problems can sneak up on you, but ...

### Flu Shots e-mail

52031.0709 - English  
52031.0709 SP - Spanish

### Arm yourself for flu prevention

Flu season is coming! It's time to roll up your sleeves and get your flu shot. Between September and mid-November is a good time to get the flu vaccine—before the flu season starts. Getting ...

### HRA e-mail

52034.0709 - English  
52034.0709 SP - Spanish

### Make the grade, take the HRA

We'd all like to get an A+ when it comes to our health. One way to increase your smarts is by taking a Health Risk Assessment (HRA). When you do, you can learn a lot, like ...



### Health Care Common Sense e-banner

52028.0709 - English  
52028.0709 SP - Spanish

## Be Smart. Be Well.®

This unique Web site features engaging video documentaries of health and wellness principles learned by real people living everyday life. Topics are geared toward making a positive impact, and the site also offers wellness tips, information from medical professionals and links to other reputable sources. Check it out at [www.besmartbewell.com](http://www.besmartbewell.com).



## eCards for Health<sup>SM</sup>

Help employees meet their wellness goals with an engaging online resource, **eCards for Health**. This online greeting card site encourages users to commit to making small healthy changes, and then sharing that commitment with a friend or loved one. The program features a variety of small, achievable healthy lifestyle changes such as cutting down on sweets, being more active or scheduling an annual physical exam. Encourage your employees to visit [www.ecardsforhealth.com](http://www.ecardsforhealth.com), and make a healthy commitment today. New eCards are introduced regularly.

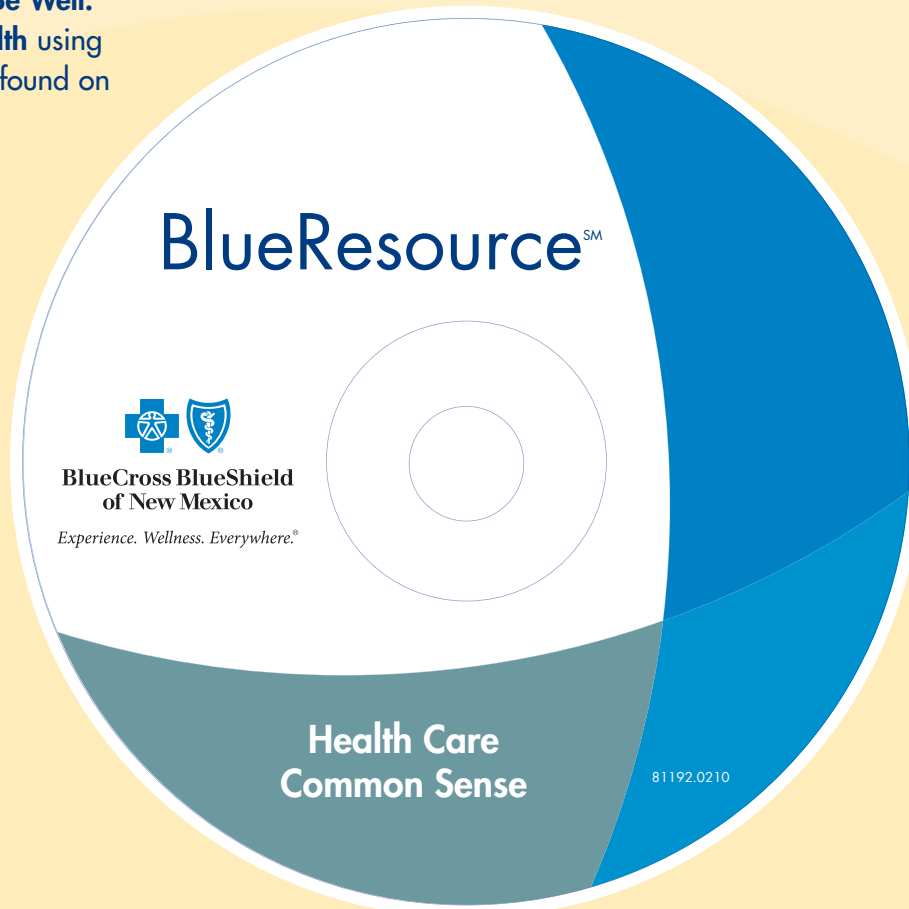


eCards for Health<sup>SM</sup>  
Experience. Wellness. Everywhere.®



## Tip!

Promote **Be Smart. Be Well.** and **eCards for Health** using the communications found on the CD.





# BlueCross BlueShield of New Mexico

*Experience. Wellness. Everywhere.®*

[www.bcbsnm.com](http://www.bcbsnm.com)