

BlueResourceSM

From the Leader in Health Care Communication Solutions



Health Screenings



**BlueCross BlueShield
of New Mexico**

Are you looking for a way to talk with your employees about the importance that preventive health care screenings can play in their lives?

This edition of BlueResource provides information about screening tests, as well as some detail about risk factors and symptoms for conditions such as:

- Prostate cancer
- Diabetes
- High blood pressure
- Skin cancer

Check out the messages and artwork in this booklet. Every file shown is available in both English and Spanish. Locate the files you want on the CD provided by your Blue Cross and Blue Shield of New Mexico Representative or at www.bcbsnm.com/employer.

Use the files electronically, cut and paste copy from the Word documents or print from the PDFs and distribute. It's your choice.

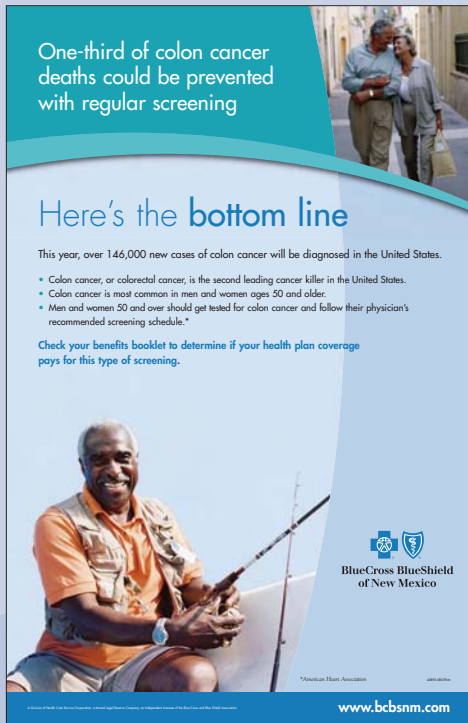
Be sure to keep each edition of BlueResource you receive. The focus of each booklet is different and taken together, they offer a very useful collection of communications.

Would you like to co-brand posters, postcards or paycheck stuffers with your group's logo? Contact your BCBSNM Representative to have your logo added to the files and returned to you—ready to go! It's all part of our service to you—at no cost—because communications are key to your employees' health and improving plan utilization, which helps reduce health care costs for everyone.

Look for new and updated files at www.bcbsnm.com

Tip!

Print and hang posters in employee break rooms.



Colon Cancer Poster
 40892.0807NM - English
 40893.0807NM - Spanish

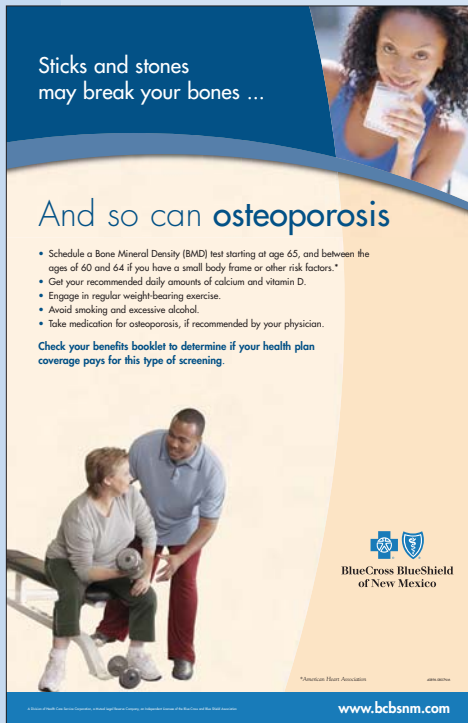


Well Woman Poster
 40894.0807NM - English
 40895.0807NM - Spanish

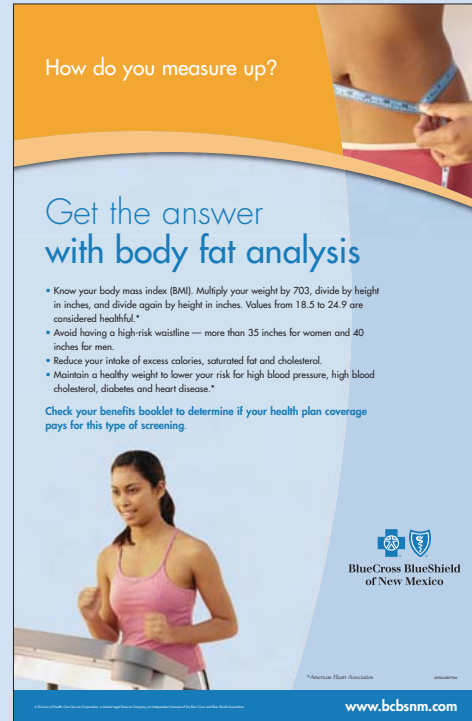
Tip!

Use BlueResource elements on your intranet site.

Look for new and updated files at www.bcbsnm.com



Osteoporosis Poster
 40896.0807NM - English
 40897.0807NM - Spanish



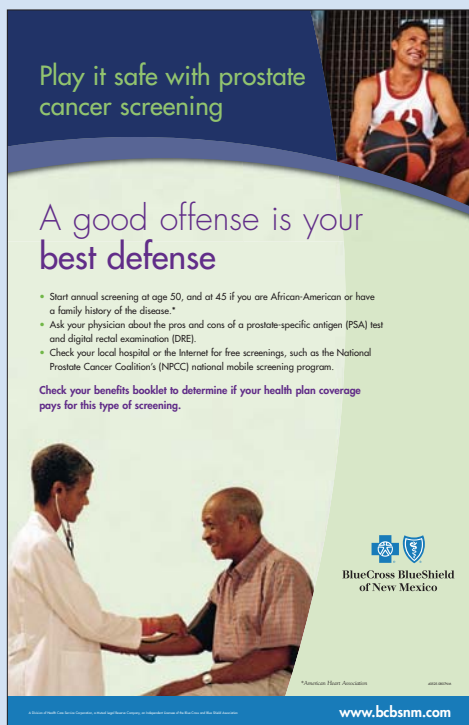
Body Fat Poster
 40524.0807NM - English
 40531.0807NM - Spanish

Tip!

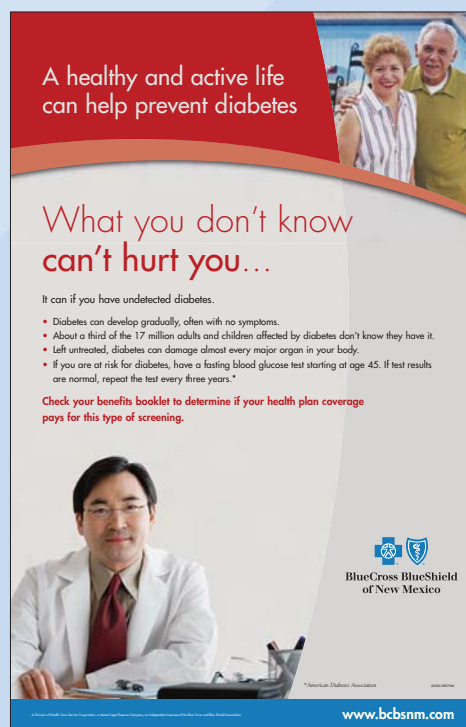
Request that your group's logo be added to the PDF files to create a co-branded campaign.

Tip!

Use handouts at health fairs or add to enrollment packets.



Prostate Cancer Poster
40525.0807NM - English
40532.0807NM - Spanish



Diabetes Poster
40526.0807NM - English
40533.0807NM - Spanish

Posters are designed in an 11x17-inch format. To scale down to an 8.5 x 11-inch format, use Adobe Acrobat (full version) and follow these steps:

- Select File, then Page Setup.
- Click on the Properties box, and select the Effects tab.
- Check the Print Document On box, then select Letter in the drop-down box, and check Scale to Fit. Click on OK.

Look for new and updated files at www.bcbsnm.com



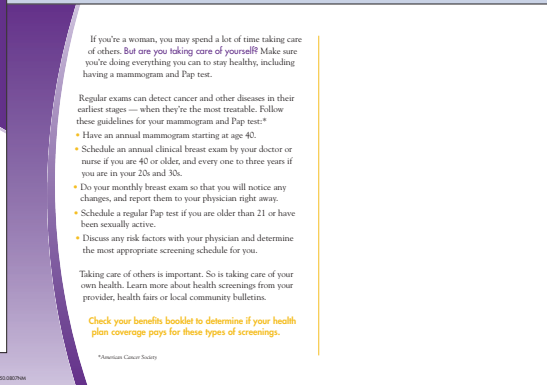
BlueCross BlueShield of New Mexico

Every woman needs to keep herself healthy...
Scheduled your Well Woman exam?

www.bcbsnm.com

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

Well Woman Postcard
40350.0807NM - English
40401.0807NM - Spanish



If you're a woman, you may spend a lot of time taking care of others. But are you taking care of yourself? Make sure you're doing everything you can to stay healthy, including having a mammogram and Pap test.

Regular exams can detect cancer and other diseases in their earliest stages — when they're the most treatable. Follow these guidelines for your mammogram and Pap test:

- Have an annual mammogram starting at age 40.
- Schedule an annual clinical breast exam by your doctor or nurse if you are 40 or older, and every one to three years if you are in your 20s and 30s.
- Do your monthly breast exam so that you will notice any changes, and report them to your physician right away.
- Schedule a regular Pap test if you are older than 21 or have been sexually active.
- Discuss any risk factors with your physician and determine the most appropriate screening schedule for you.

Taking care of others is important. So is taking care of your own health. Learn more about health screenings from your provider, health fairs or local community bulletins.

Check your benefits booklet to determine if your health plan coverage pays for these types of screenings.

*American Cancer Society



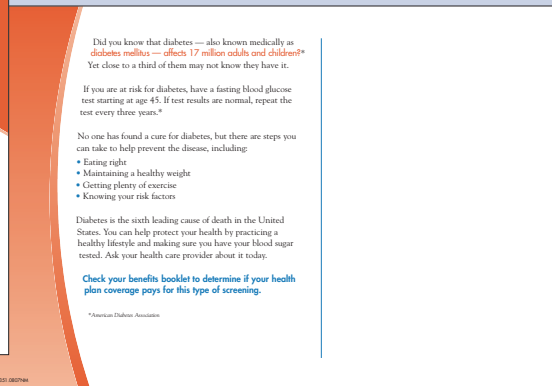
BlueCross BlueShield of New Mexico

We're not going to sugar coat this...
More Americans have diabetes than ever before

www.bcbsnm.com

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Diabetes Postcard
40351.0807NM - English
40402.0807NM - Spanish



Did you know that diabetes — also known medically as diabetes mellitus — affects 17 million adults and children? Yet close to a third of them may not know they have it.

If you are at risk for diabetes, have a fasting blood glucose test starting at age 45. If test results are normal, repeat the test every three years.*

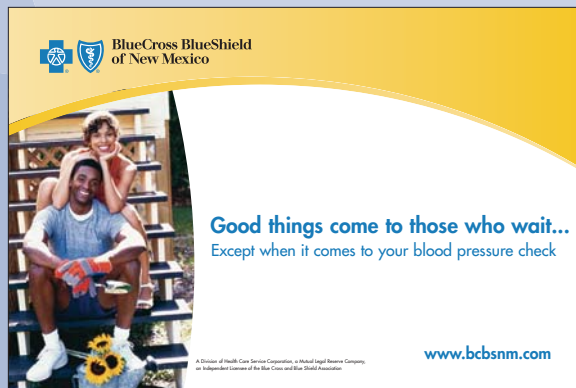
No one has found a cure for diabetes, but there are steps you can take to help prevent the disease, including:

- Eating right
- Maintaining a healthy weight
- Getting plenty of exercise
- Knowing your risk factors

Diabetes is the sixth leading cause of death in the United States. You can help protect your health by practicing a healthy lifestyle and making sure you have your blood sugar tested. Ask your health care provider about it today.

Check your benefits booklet to determine if your health plan coverage pays for this type of screening.

*American Diabetes Association



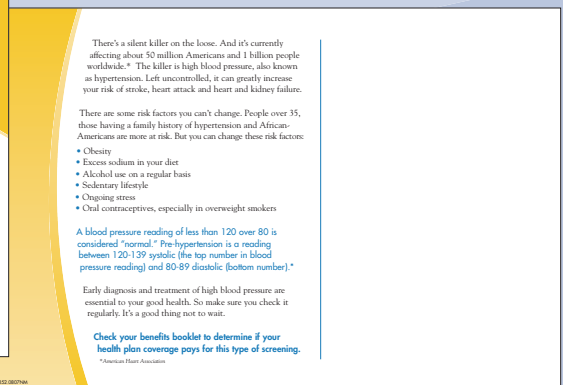
BlueCross BlueShield of New Mexico

Good things come to those who wait...
Except when it comes to your blood pressure check

www.bcbsnm.com

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Hypertension Postcard
40352.0807NM - English
40403.0807NM - Spanish



There's a silent killer on the loose. And it's currently affecting about 50 million Americans and 1 billion people worldwide.* The killer is high blood pressure, also known as hypertension. Left uncontrolled, it can greatly increase your risk of stroke, heart attack and heart and kidney failure.

There are some risk factors you can't change. People over 35, those having a family history of hypertension and African-Americans are more at risk. But you can change these risk factors:

- Obesity
- Excess sodium in your diet
- Alcohol use on a regular basis
- Sedentary lifestyle
- Changing stress
- Oral contraceptives, especially in overweight smokers

A blood pressure reading of less than 120 over 80 is considered "normal." Pre-hypertension is a reading between 120-139 systolic (the top number in blood pressure reading) and 80-89 diastolic (bottom number).*

Early diagnosis and treatment of high blood pressure are essential to your good health. So make sure you check it regularly. It's a good thing not to wait.

Check your benefits booklet to determine if your health plan coverage pays for this type of screening.

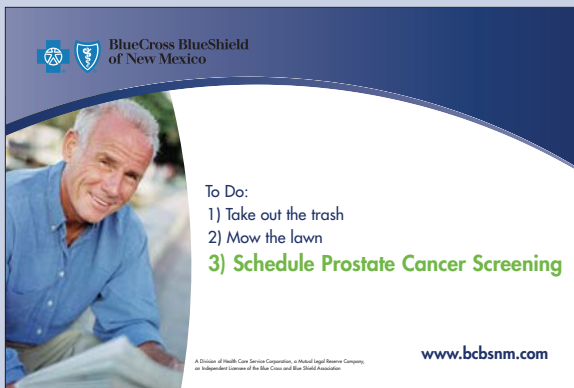
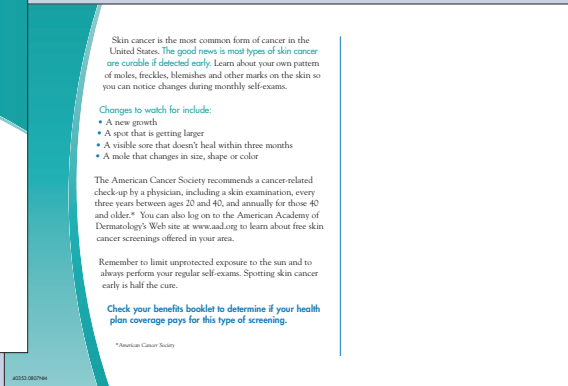
*American Heart Association

Tip!

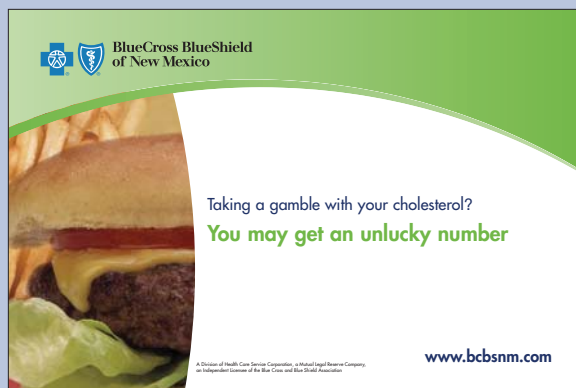
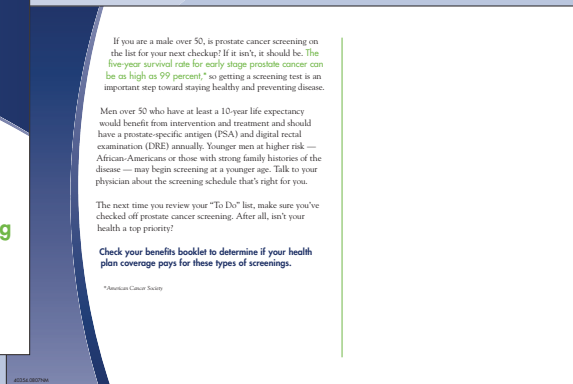
When you request co-branding, you'll receive a custom CD of artwork files that display your group's logo.



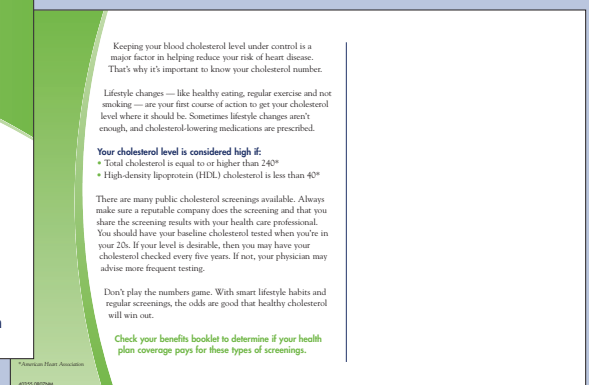
Skin Cancer Postcard
40353.0807NM - English
40404.0807NM - Spanish



Prostate Cancer Postcard
40354.0807NM - English
40405.0807NM - Spanish



Cholesterol Postcard
40355.0807NM - English
40406.0807NM - Spanish



Look for new and updated files at www.bcbsnm.com



Life's full of surprises



www.bcbsnm.com

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colorectal cancer, will claim more than 56,000 lives in the United States this year. ... by finding and removing polyps that could become cancerous. You are at a higher risk for the ... disease or colon polyps or cancer in your family history.

...ection of colon cancer, you should begin preventive screenings at age 50, or earlier if you have risk ... include an annual fecal occult blood test, and a flexible sigmoidoscopy every five years or a ...

...most appropriate screening schedule for you — so colon cancer doesn't take you by surprise.

Determine if your health plan coverage pays for this type of screening.

www.bcbsnm.com

Source: National Center for Chronic Disease Prevention and Health Promotion
40602.0807NM

Colon Cancer Stuffer
40602.0807NM - English
40603.0807NM - Spanish



Heard the latest wrinkle on skin cancer?



www.bcbsnm.com

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...er the age of 65 will develop squamous cell or basal cell ...

...n but most serious form of skin cancer, causes more than 75 percent of all deaths from skin cancer. ... melanoma — are preventable and curable if detected early.

...d exposure to the sun by staying in the shade, applying sunscreen, wearing protective clothing, and ... d sun lamps. It's also important to check your moles, freckles, and blemishes regularly so you can ... gular clinical skin exams with your health care provider.

...portant measures for your skin health. You may even keep some wrinkles away, too.

Determine if your health plan coverage pays for this type of screening.

www.bcbsnm.com

*American Cancer Society, National Center for Chronic Disease Prevention and Health Promotion
40610.0807NM

Skin Cancer Stuffer
40610.0807NM - English
40611.0807NM - Spanish



We have a bone to pick with you



www.bcbsnm.com

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...mericans have low bone mass,* which puts them at risk of developing osteoporosis? ... million Americans estimated to have osteoporosis, eight million are women and two million are men?

...ne. Left unchecked, it can be a debilitating bone disease that leads to bone fragility and fractures. So if ... sk factors or age 65 or older, talk with your physician about scheduling a Bone Mineral Density (BMD) ... ounts of calcium in your diet.*

...osteoporosis, take the medication your physician prescribes. Following these steps is the difference in ... ealth.

Determine if your health plan coverage pays for this type of screening.

www.bcbsnm.com

* National Osteoporosis Foundation
40600.0807NM

Osteoporosis Stuffer
40600.0807NM - English
40601.0807NM - Spanish

Tip!

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



Having too much
down time?

 BlueCross BlueShield
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Depression Stuffer
40604.0807NM - English
40605.0807NM - Spanish


potentially serious medical illness, affecting about 17 million adults each year in
s normal, but if you've been feeling down, hopeless or stressed for a couple of weeks or more, you might
et appropriate treatment, which can improve your relationships, job or school performance and your overall
good place start, and there also are many confidential screenings available online or in your community.
s doesn't mean that you have to. If you think you're depressed, seek help and treatment right away.
etermine if your health plan coverage pays for this type of screening.

www.bcbsnm.com

Source: National Institute of Mental Health
40604.0807NM



Watch for curves

 BlueCross BlueShield
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Body Fat Stuffer
40606.0807NM - English
40607.0807NM - Spanish

is recognized as a major risk factor in developing a number of life-threatening
disease, diabetes, high cholesterol and high blood pressure. That's why it's important to know your
ent tool that accesses body weight relative to height.** Calculating your BMI is a better way to
ply using your bathroom scale or standard height and weight tables. You should also avoid having too
e it can increase your health risks.
rong turn, do a body fat analysis to learn your BMI. You'll soon be on the road to good health.
etermine if your health plan coverage pays for this type of screening.

www.bcbsnm.com

*American Heart Association
**To calculate your BMI, multiply your weight by 703, divide
by height in inches, and divide again by height in inches. Values from 18.5 to 24.9 are considered healthful.
40606.0807NM



What goes up
must come down

 BlueCross BlueShield
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Cholesterol Stuffer
40608.0807NM - English
40609.0807NM - Spanish

you could be at risk for developing heart disease.*
l is equal to or greater than 240, and/or high density lipoprotein is less than 40.* Healthy eating,
good strategies to keep your cholesterol at a healthy level. Sometimes these measures aren't enough,
s prescribed.
pl level is to have a screening blood test. Get your cholesterol tested by scheduling an appointment at
ut public screenings that reputable companies are offering in your area.
ll have the lowdown on your cholesterol number.
etermine if your health plan coverage pays for this type of screening.

www.bcbsnm.com

*American Heart Association
40608.0807NM



Look for new and updated files at www.bcbsnm.com

Are appearances deceiving you?

The truth about undetected diabetes

Diabetes is the sixth leading cause of death in the United States. Yet close to a third of the 17 million adults affected by the disease may not know they have it. Many people first learn they have diabetes through blood tests for other conditions or during routine physical exams. Left undetected and untreated, diabetes can do irreversible damage to your eyes, kidneys and other major organs.

There are two types of diabetes, Type 1 and Type 2. Type 1 diabetes, also known

Diabetes

40874.0807NM - English
40875.0807NM - Spanish

Taking blood pressure screening to heart

Do you have high blood pressure? The only way to find out is to have a blood pressure check. High blood pressure, also known as hypertension, is one of the most common diseases in the United States. Currently, about 50 million Americans have high blood pressure. Uncontrolled high blood pressure can lead to serious risks including stroke, heart attack and heart and kidney failure.

Controlling your weight, following a low-fat, low-sodium diet and

Blood Pressure

40876.0807NM - English
40877.0807NM - Spanish

Stay in the game with prostate cancer screening

Whether you're playing football, baseball or basketball, a smart game plan can make a difference in whether you win or lose. And the same holds true for your health. By having a wellness plan that includes regular prostate cancer screening, you can increase your odds of beating one of your toughest opponents.

Prostate cancer is the most common male malignancy diagnosed in the United States, with an estimated 189,000 new cases each year.

Prostate Cancer

40878.0807NM - English
40879.0807NM - Spanish

Tip! Integrate copy in your company's intranet site and existing materials, like enrollment booklets and newsletters.

Making sense of vision and hearing exams

We depend on our senses every day, often without even thinking about them. But imagine navigating the world around us without the ability to see or hear. While many people schedule routine physicals and other wellness exams, sometimes the health of our eyes and ears is overlooked. However, regular vision and hearing exams are very important when it comes to your health and well being.

Three kinds of specialists—ophthalmologists, optometrists and

Vision and Hearing Exam

40880.0807NM - English
40881.0807NM - Spanish

Be safe, not sorry

Facts about your Well Woman exam

Today's woman is busier than ever. Family, work and personal demands can pull you in several directions at once. That's why it's important to take care of yourself, especially when it comes to your health.

Make sure that you include an annual mammogram and Pap test in your wellness regimen to keep yourself healthy. By scheduling these exams regularly, breast cancer and cervical cancer can be detected early, when they're easier to treat. In fact, thanks to the Pap test, cervical

Well Woman Exam

40882.0807NM - English
40883.0807NM - Spanish

Are you up on high cholesterol?

Learning the facts about high cholesterol is essential to good heart health. To keep your cholesterol levels under control and help reduce your risk of heart disease, schedule regular screenings to monitor your cholesterol levels. Your cholesterol is considered high if total cholesterol is 240/mg/dL or greater and/or high-density lipoprotein (HDL) cholesterol is less than 40.*

Certain risk factors, such as inactivity, obesity and a high-fat, high-cholesterol diet, can cause or

Cholesterol

40884.0807NM - English
40885.0807NM - Spanish

Tip!

Use copy provided to create messages specifically for your employees.





**BlueCross BlueShield
of New Mexico**

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