

# BlueResource<sup>SM</sup>

From the Leader in Health Care Communication Solutions



## Online Resources



**BlueCross BlueShield  
of New Mexico**

According to a recent survey, over 50 percent of people seeking Web-based health information reported that the online information affected their decisions on how to treat an illness or condition.\*

Are your employees using reputable online health resources?

Approximately 10 million American adults seek health information online each day. Unfortunately, 75 percent of them use disreputable sources and out-of-date content that they find online.\* Blue Access® for Members at [www.bcbsnm.com](http://www.bcbsnm.com) provides a wealth of health promotion tools and resources designed to encourage our members to set goals and make health improvements. So alleviate Internet information inconsistency by promoting Blue Access for Members with your employees.

With BlueResource – Online Resources, you'll find a variety of communications that promote our member Web-based tools, like:

- The Personal Health Manager
- Blue Points<sup>SM</sup>
- Health Risk Assessment
- Ask A features, such as Ask A Nurse, Ask A Dietitian, Ask A Trainer and Ask A Life Coach
- Hospital Comparison Tool
- Treatment Cost Advisor<sup>TM</sup>

Check out the messages and artwork. Copy for all PDFs is provided in Word doc format, and most files shown are 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](http://www.bcbsnm.com/employer).

BlueResource files have been designed for you to use electronically, cut and paste copy from Word docs, or print from PDFs and distribute. It's your choice!

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

Would you like to co-brand posters, flyers and 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.

\*Network News, October 2006

Look for new and updated files at [www.bcbsnm.com](http://www.bcbsnm.com)



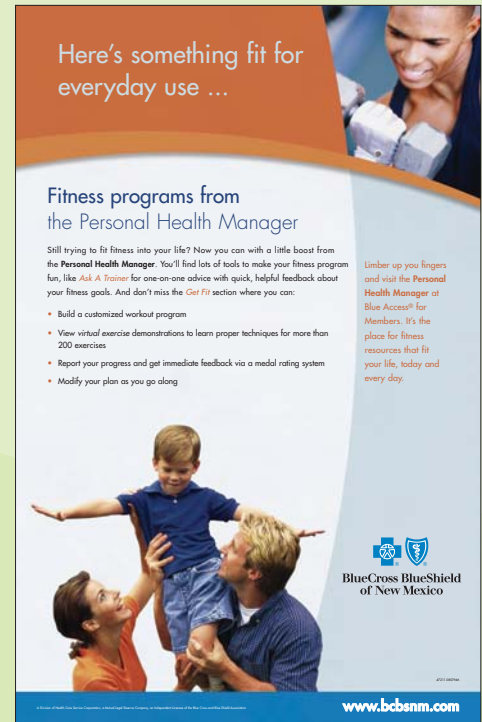
### Health Risk Assessment Poster

47209.0807NM - English

47210.0807NM - Spanish

## Tip!

Use BlueResource elements on your intranet site.



### Fitness Poster

47211.0807NM - English

47212.0807NM - Spanish



### Weight Loss Poster

47213.0807NM - English

47214.0807NM - Spanish

## Tip!

Print and hang posters in employee break rooms.

# BlueResource | Posters continued

Look for new and updated files at [www.bcbsnm.com](http://www.bcbsnm.com)

## Tip!

Educating your employees about online health resources available through Blue Access for Members helps them make informed choices.

Make a point of improving your health ...

### The Personal Health Manager offers Blue Points<sup>SM</sup> rewards program!

Health information has its strong points, especially when you use the **Personal Health Manager** features through Blue Access<sup>®</sup> for Members. Whenever you track your fitness workout, report a meal or use any other tools within the **For Your Health** section, you and your eligible family members can earn Blue Points to redeem for a variety of rewards, including:

- Gift cards to well-known retailers
- Popular electronics
- Exercise equipment
- Heart-rate monitors
- An elliptical machine

The higher the number of points, the greater the value of the rewards. So make sure you visit **For Your Health** at the **Personal Health Manager** often. It all points to good health.

BlueCross BlueShield of New Mexico

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

**Blue Points Poster**  
47221.0807NM - English  
47222.0807NM - Spanish

### Surfing for good health information

### Dive in to Blue Access<sup>®</sup> for Members

When it comes to managing your health information, the Web can be a confusing place to wade through. But surf's up thanks to Blue Access for Members with health and benefit information you can manage online in one easy place.

Simply set up a secure password, then log in and find:

- The **Personal Health Manager** to help you make informed choices about your health and wellness
- Health Risk Assessment
- Blue Points<sup>SM</sup> rewards program
- Health screening reminder messages
- Electronic Explanations of Benefits (EOBs)
- Claim status information

Log on today and get your feet wet. It's a destination you'll want to visit again and again.

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

**Blue Access for Members Poster**  
47223.0807NM - English  
47224.0807NM - Spanish

Add these to your shopping list ...

### Treatment Cost Advisor<sup>SM</sup> and Hospital Comparison Tool

It pays to shop wisely. Make your health care dollar go a little further with Treatment Cost Advisor and the Hospital Comparison Tool available through Blue Access<sup>®</sup> for Members.

Treatment Cost Advisor lets you get cost estimates for common services and conditions affecting you and your family, including physician and facility charges for services and treatment. And that goes a long way if you have to pay for some of your medical services.

With Hospital Comparison Tool, we help put your mind at ease before your next hospital visit by providing you with confidential access to a list of hospitals that are ranked on a number of factors—including length-of-stay, complications, number of procedures performed, mortality and cost.

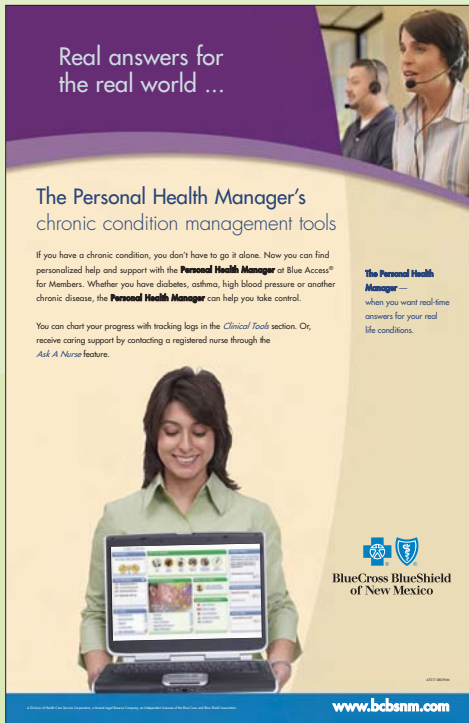
Pay a visit to Blue Access for Members, and you just might pay less for your next visit to the doctor or hospital.

BlueCross BlueShield of New Mexico

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

**Provider Tools Poster**  
47225.0807NM - English  
47226.0807NM - Spanish





**Chronic Conditions Poster**  
 47217.0807NM - English  
 47218.0807NM - Spanish



**Smoking Cessation Poster**  
 47215.0807NM - English  
 47216.0807NM - Spanish



**Stress Management Poster**  
 47219.0807NM - English  
 47220.0807NM - 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](http://www.bcbsnm.com)



Your manager has a message for you ...



**BlueCross BlueShield of New Mexico**

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

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**Personal Health Manager Stuffer**  
 47227.0807NM - English  
 47228.0807NM - Spanish

**Personal Health Manager, that is.** Personalized messages from the **Personal Health Manager** communication tools that you'll find through Blue Access® for Members.

friendly little alarm clock vying for your attention, and check out reminder messages that will help you stay on top of your health. Complete your Health Risk Assessment and you'll get practical messages such as wellness reminders or informative articles related to any health conditions you have. You'll also receive messages about health conditions or topics based on demographics such as age, gender, and more.

Take control of your health with the **Personal Health Manager**. You'll wonder how you ever managed without it.

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

47227.0807NM



Want to go down in history?



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**Personal Health Record Stuffer**  
 47229.0807NM - English  
 47230.0807NM - Spanish

Update your Personal Health Record with the **Personal Health Manager** through Blue Access® for Members. Log on and follow the prompts to provide information for your confidential health record. And you can record health information for family members, too.\*

**Health information making** when you enter information about your appointments, health conditions, and more, all in one easy place. You can even print out your Personal Health Record and bring it to your next doctor's visit. Add more personalized information to your Personal Health Record with **Health Charts** found under the **Personal Health Manager** menu tab.

Keeping track of your health information is ancient history. It's time to take control of your health information at your fingertips, losing track of your health information is ancient history.

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

47229.0807NM



Take this for your health



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**Health Risk Assessment Stuffer**  
 47231.0807NM - English  
 47232.0807NM - Spanish

Take control of your health with the **Personal Health Manager** at Blue Access® for Members — because unexpected health conditions can be a tough challenge. Complete your Health Risk Assessment and you'll get practical messages such as wellness reminders or informative articles related to any health conditions you have. You'll also receive messages about health conditions or topics based on demographics such as age, gender, and more.

Take control of your health with the **Personal Health Manager** at Blue Access for Members — **take it now for a lifetime of better health.**

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

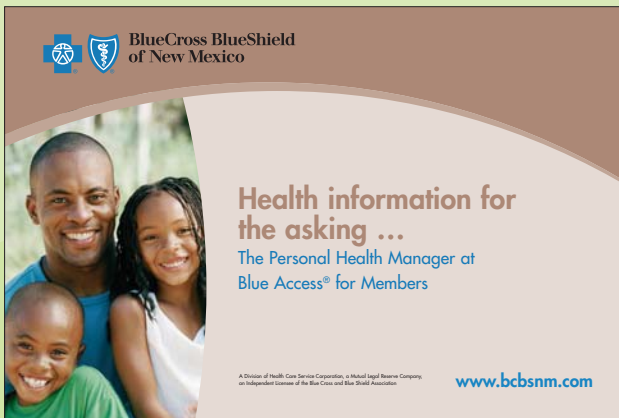
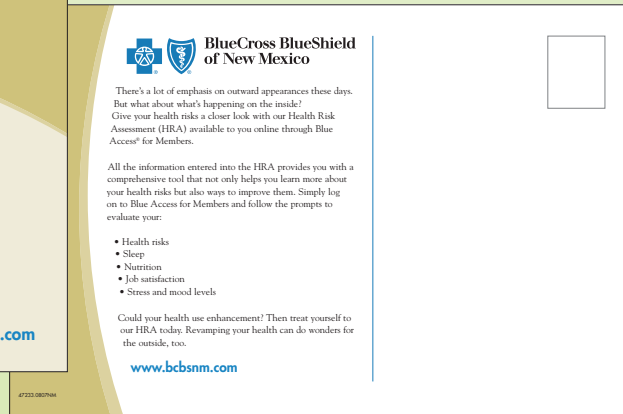
47231.0807NM

# Tip!

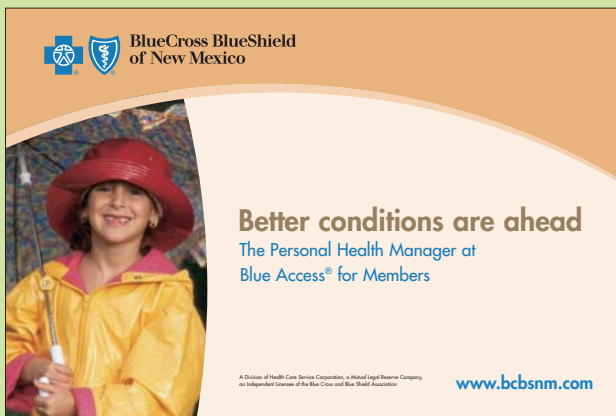
Planning to use paycheck stuffers or postcards electronically?  
Crop marks can be eliminated in Adobe Acrobat (full version) by using the Crop Tool.



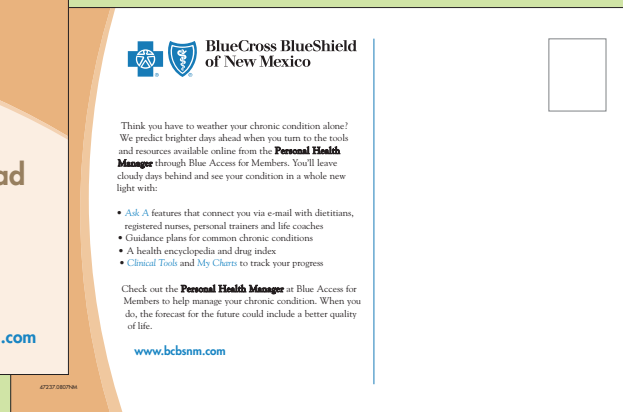
**Health Risk Assessment Postcard**  
47233.0807NM - English  
47234.0807NM - Spanish



**Ask A Features Postcard**  
47235.0807NM - English  
47236.0807NM - Spanish



**Chronic Conditions Postcard**  
47237.0807NM - English  
47238.0807NM - Spanish



Look for new and updated files at [www.bcbsnm.com](http://www.bcbsnm.com)

## 4,000 Reasons to Quit

Did you know there are more than 4,000 individual chemicals that have been identified in tobacco and tobacco smoke? Among those are more than 60 chemicals that are known carcinogens (cancer-causing agents). Smoking is responsible for nearly one in five deaths in the United States.\* Because cigarette smoking and tobacco use are acquired behaviors—activities that individuals choose to do—smoking is the most preventable cause of premature death in our society.

### Smoking Cessation

45906.0807NM - English  
45907.0807NM - Spanish

## Do Your Kids Know These Facts of Life?

*Find them at the Personal Health Manager's Kids & Teens section*

When it comes to the facts of life, good health and lifestyle habits are some of the most important things we can teach our children. But it can be a tough hill to climb considering that the intake of junk food is hard to control. And electronic media, like video games and computer chat rooms, are increasingly stealing time away from healthful physical activity. Fortunately, practical help is available through the *Kids & Teens* section of the Personal Health Manager (PHM).

### Kids & Teens

45914.0807NM - English  
45915.0807NM - Spanish

## Important Waist Measures

*Losing abdominal fat can help safeguard your heart*

Are you an apple or a pear? Studies have shown that carrying too much around your waist—being apple shaped—can put you at greater risk of heart disease than those pear shaped people who tend to carry fat around their hips and thighs. According to the American Heart Association, waist measurement should be no more than 40 inches in men and 35 inches in women.

Do you need to lose weight to get healthier? If so, resources are within

### Weight Loss

45916.0807NM - English  
45917.0807NM - Spanish

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

**Tip!**

Share messages with your employees electronically or in print.

## Timing Is Everything

*Head off health surprises with preventive screenings*

Preventive health screenings are an important way to keep your health in check and avoid costly medical problems down the road. And now you have a convenient, centralized resource to help you manage your health screenings—the Personal Health Manager through Blue Access® for Members. If you haven't already familiarized yourself with the site, take some time to log on to [www.bcbsnm.com](http://www.bcbsnm.com) and explore all the resources available to you.

### Health Screenings

45908.0807NM - English  
45909.0807NM - Spanish

## Be Your Personal Best

*The Personal Health Manager through Blue Access® for Members*

May we share something personal with you? It's the Personal Health Manager, your one-stop gateway to a world of health and wellness information and resources. Bookmark [www.bcbsnm.com](http://www.bcbsnm.com) today so you can check it out and visit often to see what's new.

Whether you want to find articles on health-related topics, search for drug information, start a fitness or nutrition program or look for healthy recipes, the Personal Health Manager makes it easy

### Personal Health Manager


45911.0807NM - English  
45913.0807NM - Spanish



Look for new and updated files at [www.bcbsnm.com](http://www.bcbsnm.com)

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## Get well connected with Blue Access® for Members



**Resources to enrich your health and lifestyle**

Blue Access for Members helps you make the connection to better health and well-being with convenient, online resources for every aspect of your life. Whether you're searching for claims information, managing a chronic condition, striving to balance work and family or starting a nutrition or exercise program, Blue Access for Members has the answers. And now it's even easier to make your health a priority and get your goals on track with the Personal Health Manager and the Blue Points™ rewards program.

When you make the connection with Blue Access for Members, you'll be well on your way to a healthier, more productive life.

**Good health rewards you in many ways**

Cut out and carry this wallet-sized card, and use it as a quick reference for the Personal Health Manager's health and lifestyle tools.

Taking a health risk assessment (HRA) helps you examine your overall health and well-being and highlights areas where you could improve.

**Get Ready for Your HRA**

When you take your HRA, you're making a positive step to help safeguard your health and live life to the fullest. Before taking the HRA, make sure you have the following information:

- Current height and weight
- Systolic (top number) of blood pressure reading
- Diastolic (top number) of blood pressure reading
- Total cholesterol level
- HDL cholesterol level
- Blood glucose level

**Blue Points Are Just a Click Away**

Good health is rewarding in many ways. Earn one Blue Point for every \$100 in health care services you use through the Personal Health Manager (PHM). You're eligible to earn Blue Points. Just follow these steps:


1. Go to Blue Access for Members at [www.bcbsnm.com](http://www.bcbsnm.com) and click on the Personal Health Manager
2. Click on the Blue Points icon to view your point total.
3. Choose the point/redemption levels to select your reward.

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**BAM Promotional Flyer**  
47239.0807NM - English  
47240.0807NM - Spanish

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## The Personal Health Manager | Take charge of your health



**For your health**

Visit *For Your Health* at the Personal Health Manager and find great information to help improve your health. Plus, chalk up Blue Points for rewards each time you use these features.

**Get what you ask for**

The Ask A features give you e-mail access to health care professionals. Request fitness advice from personal trainers at Ask A Trainer, or seek nutrition advice with Ask A Dietitian. With Ask A Nurse, registered nurses answer your health-related questions, while Ask A Life Coach offers advice to manage stress, workplace conflicts and similar issues.

**Find a feast for your eyes**

Browse Articles & Recipes and discover informative, easy-to-read articles on just about any health or life skills topic of your choosing. Need wholesome recipe ideas? Check out a virtual smorgasbord of creative ideas.

**Get kids and teens on board**

Finding it challenging to get kids to think healthy? *For Your Health's* Kids & Teens programs can help you educate and motivate your kids to be more active and learn healthier eating habits. Programs are tailored separately for teens and kids under 13 to encourage good habits for a lifetime of healthy nutrition and physical activity.

**Savor success**

*For Your Health's* Eat Right section offers a Healthy Eating program that's based on nationally recognized nutrition guidelines. Your customized Eat Right plan will be tailored to meet your unique circumstances and health improvement goals. Meal Planner will build your daily menus, or you may choose to enter your own food choices.

**Exercise authority**

Whether you're a beginner or are wanting to put more muscle in to your strength building plan, the Get Fit feature in *For Your Health* can help you take charge of your fitness goals with a variety of fitness programs tailor-made for you. Some of the programs also come with integrated Eat Right nutrition plans.

**Make a change for the better**

*Live Well* lives up to its name with Personal Improvement Plans. Whether you want to be more open-minded, improve financial management, or become an optimist, *Live Well* offers a variety of 30-day plans that can yield life-changing results.

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

# Tip!

Repeating simple messages reminds your employees to make healthy choices.

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# Tip!

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

## The Personal Health Manager | Health information is our specialty



**Take charge of your health**

**Save time and lead a healthier life**

With a wide range of online tools and information, you can better manage every aspect of health and wellness for you and your family with the Personal Health Manager. Start by taking the health risk assessment to better understand your current health condition, identify potential issues and reinforce what you're doing right!

**Plan it**

Discover practical ideas for bringing health and wellness into many parts of your life.

- **Eat Right** - With access to over 1,200 recipes, articles and other helpful suggestions, planning healthy meals has never been easier.
- **Get Fit** - Weight loss, strength training, aerobic exercise or increased flexibility - find a solution for your fitness goals. The virtual trainer can assist you with recommended exercise routines by demonstrating proper techniques.

In your kitchen, gym bag or office... cut out and place this reminder to visit the Personal Health Manager.

**The Personal Health Manager**  
Your source for health and wellness information

- Plan nutritious meals
- Record workouts
- Keep track of health records
- Earn Blue Points™

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

**Track it**

Return to the Personal Health Manager to track your progress and review your results.

- **Meals and snacks** - With information on over 13,000 food items - including fat foods, beverages and brand-name snacks - you can track overall calories consumed with a breakdown of proteins, carbs and fats.
- **Exercise program** - Track your results and take your workout to the next level.
- **Personal health records** - Appointments, refills, immunizations and more - manage important health information for you and your family from one secure Web site.

**Discover it**

Enjoy health and wellness information 24-hours a day, from any Internet connection.

- Email questions and receive customized answers through Ask A Nurse, Ask A Trainer, Ask A Dietitian and Ask A Life Coach.
- Learn to manage chronic health conditions, research symptoms and look up prescription drug information.
- Today's News offers important health and wellness headlines in a quick, easy-to-read format.

**Blue Points™**

Earn valuable Blue Points every time you use the health and wellness features in the *For Your Health* section of the Personal Health Manager. Receive up to 1,000 points a week when you set up and track the progress of an exercise or meal program, read and rate health and wellness related articles or email your health-related questions to licensed professionals. Blue Points are redeemable starting at just 2,500 points for gift cards to well-known retailers, health and fitness items or popular electronics.

**Additional Online Resources**

Blue Access for Members includes other helpful features, such as:

- Confirmation of when claims are paid and payment amounts
- Physician, hospital and pharmacy network directories
- Information on prescription drugs

Technical help for online resources is available at 1-866-706-0583 Monday through Saturday.

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

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**For Your Health PHM Flyer**  
47241.0807NM - English  
47242.0807NM - Spanish

Look for new and updated files at [www.bcbsnm.com](http://www.bcbsnm.com)

## Play Personal Favorites

Here's something you'll want to add to your favorites. It's the Personal Health Manager from Blue Access® for Members.

Log on Blue Access for Members at [www.bcbsnm.com](http://www.bcbsnm.com) then select the Personal Health Manager. Click your way to what's sure to become your favorite subjects, including:

- Articles & Recipes
- Eat Right
- Live Well
- Get Fit
- Kids & Teens
- Health Risk Assessment

**Personal Health Manager**  
45923.0807NM - English  
45929.0807NM - Spanish

## Keep a Low Profile

Your cholesterol number shouldn't be your highest achievement. Success is in store with a little help from the Personal Health Manager at Blue Access® for Members.

Make sure you schedule regular cholesterol screenings so you can know your numbers. Once you get them, you can chart your progress with the Personal Health Manager's Clinical Tools and Wellness Tools. Have questions about your cholesterol numbers? Get answers from *Ask A Nurse*, your online resource to our registered nurses.

**Cholesterol**  
45919.0807NM - English  
45920.0807NM - Spanish

## Your Dish is Your Command

Isn't it time you took charge of your food choices? The power is in your hands with the Personal Health Manager's *Eat Right* resources available through Blue Access® for Members.

Your *Eat Right* plan starts with a customized approach to match your unique circumstances and health improvement goals. Planning meals? It's no problem, thanks to the Meal Planner tool to help you build daily menus or enter your own food choices. Either way, Meal Planner does the math by graphing your daily calories and food

**Eat Right**  
45930.0807NM - English  
45931.0807NM - Spanish

**Tip!** Send a series of e-mail messages to encourage your employees to use online resources.

## Fit to Be Tried

Fed up with fitness plans that don't work for your lifestyle? Try this on for size. It's *Get Fit* tools and resources, and you can get them by clicking on the Personal Health Manager icon when you visit Blue Access® for Members.

Shape your body, tone your muscles and unleash the fitness guru inside of you with personalized fitness plans for your lifestyle. Whether you prefer pumping iron or dancing around the kitchen to your favorite music while making breakfast, *Get Fit* offers you creative, effective and fun ideas for physical activity that fits your life.

**Get Fit**  
45932.0807NM - English  
45933.0807NM - Spanish

## Tip!

Use copy provided to create messages specifically for your employees.

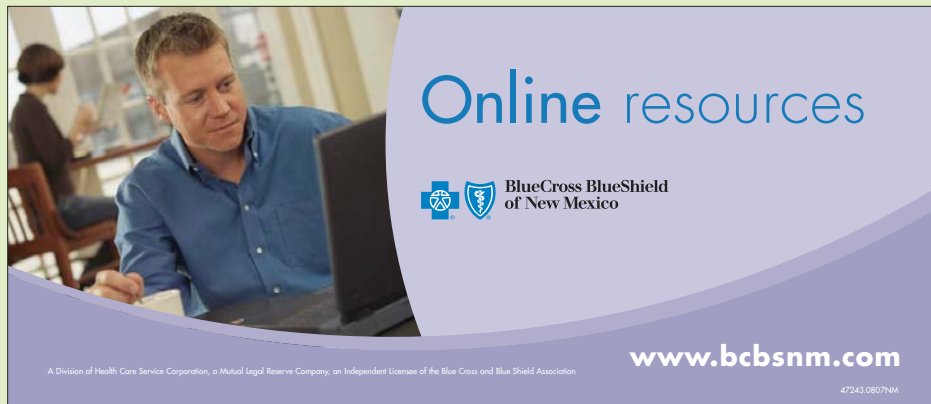
## Get Healthy, Get Blue Points<sup>SM</sup>

Need a new point of view when it comes to your health? Then simply view and use any of the features found in the *For Your Health* section of the Personal Health Manager and rack up Blue Points that you can redeem for cool rewards.

And we're not just talking humdrum stuff here. The more you and your family members use *For Your Health* features, the more points you can earn towards:

- Gift cards to a variety of popular retailers
- Health improvement products and equipment
- Electronic merchandise, such as iPods® or digital cameras

**Blue Points**  
45921.0807NM - English  
45922.0807NM - Spanish



**Online Resources E-mail Banner**

47243.0807NM - English

47244.0807NM - Spanish

## Tip!

Enhance your employee e-mail messages by including e-mail banners. In your e-mail program's menu, select either Create or Insert, then click on Picture.



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