

Help with managing chronic conditions

"My diabetes seems to be getting worse, and I'm not sure what I can do."

If you have one or more chronic conditions such as diabetes, chronic obstructive pulmonary disease (COPD), congestive heart failure (CHF), asthma, or coronary artery disease (CAD), your Health Coach can help you better manage your health and provide you with the latest information on your condition. Managing a chronic condition can be difficult. Your Health Coach can also refer you to additional resources such as case managers, employee assistance programs (EAP) or other community or Web-based programs, and provide tools or equipment to make managing your health easier.

Talking with your Health Coach regularly can help you to stay on track with your treatment plan, live your life as fully as possible and have a greater hand in your health!

"I've used Blues On Call for several years to get control of my diabetes. The Health Coaches are so helpful, and I am staying on track. Not only have I lost weight, I have stopped smoking, too!" (Member, September 2006)



If you are pregnant and need advice, Blues On Call Health Coaches provide helpful information about pregnancy and delivery

To help you experience a healthy pregnancy and delivery, you have access to a comprehensive Maternity Management Program. As a Maternity Program participant, you will have access to specially-trained Health Coaches who will answer your questions about pregnancy and delivery. Your Health Coach will help determine what pregnancy-related services are right for you. You will also receive educational materials that can help you learn what to expect during pregnancy, labor and delivery, and how to care for a new baby.

If you need extra attention during your pregnancy, a Health Coach will call you to:

- Make you aware of signs or symptoms that might suggest a problem before it becomes serious
- Confirm that you are working closely with your Ob/Gyn
- Refer you, if necessary, for additional services through our Case Management department

"My Health Coach helped me throughout my pregnancy and postpartum and through several complications. She was helpful with support and what to ask nurses and doctors. I felt encouraged to be proactive in my care, which has helped me deliver a healthy baby boy!" (Member, May 2006)

If you experience symptoms of depression, your Health Coach can make sure you have access to a confidential Depression Management Program

Concerns with physical health can cause anxiety and stress. Almost 10 percent of the population suffers from depression, and often depression remains undiagnosed. A Health Coach will:

- Help you identify whether your symptoms could be related to anxiety or depression
- Help you decide who to talk with so that you get the treatment that is right for you
- Help you to track your progress in the treatment of your depression

BLUES ON CALLSM
helps you



HAVE A GREATER HAND IN YOUR HEALTH[®]



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Blues On Call is there for you... by phone or online...24 hours a day, 7 days a week

One toll-free telephone call or a quick e-mail connects you to Blues On Call - a comprehensive health information and support program offering a wide variety of up-to-date, easy-to-understand health care resources. Contacting Blues On Call connects you to a Health Coach, who is a specially trained registered nurse. Your personal Health Coach is available to discuss questions about any health topic that concerns you - a rash, an earache, a recent diagnosis, medications, a scheduled medical test or surgery. If you are caring for children or a senior citizen, your Health Coach can help you with questions about their care. Maybe you have an appointment to see your doctor and aren't sure what questions to ask. Your Health Coach can help.



You don't have to be ill to contact a Health Coach! You can learn about available programs and resources that address stress management, personal nutrition, weight management, physical activities and more... to help you stay healthy and active.

Best of all, once you've established a relationship with your personal Health Coach, she or he is then familiar with your concerns or conditions. Of course, you can always speak with any Health Coach at any time.

Blues On Call knows how hectic your daily schedule can be, so Health Coaches are available when you have the time, early in the morning or late at night, 24 hours a day, as often as you want.

In this age of technology, it is often difficult to reach a real person by phone. With Blues On Call, you can speak directly to a nurse.

1-888-BLUE-428
(1-888-258-3428)

Blues On Call on the Web

If you prefer to use the Web for information, just go to www.highmarkbcbs.com and log in, where you can:

- E-mail a Health Coach and get great one-on-one service
- Use Health Crossroads® to review information about treatment decisions for conditions such as back pain or uterine conditions
- Access Patient Guide and Care Guide for information about illnesses and treatments
- Research symptoms, diagnoses and medical technology in Healthwise® Knowledgebase

"I called for my wife who has had severe edema in the past. After reviewing the symptoms with the Health Coach, he told us to go to the ER immediately. We got there just in time, as my wife had a serious, progressed infection. Thank you for the support and help!" (Member, October 2006)

DVDs or videotapes available at no cost to you

Blues On Call offers videotapes or DVDs you can watch at home to help you learn about certain conditions or make decisions about treatment. They can also help you develop questions to discuss with your doctor. Depending on your situation, your Health Coach will make sure that you get the information you need. The tapes or DVDs are yours to keep. A wide range of health-related topics are covered, including:

- Low back pain
- Breast cancer and breast reconstruction
- Uterine conditions
- Menopause
- Coronary artery illness
- Depression
- Prostate conditions
- Osteoarthritis
- Colon cancer
- Ovarian cancer
- Bariatric surgery
- End-of-life decisions

"I got a call from a Health Coach prior to my having knee surgery. I was planning on surgery due to the pain from arthritis. She sent me a video that taught me about options and things I can do to help myself prior to surgery. Since talking with my Health Coach, I have lost 27 pounds and am bike riding. This has been so helpful. Thank you very much." (Member, June 2006)



Blues On Call is your health decision and support resource

"I have so many questions to ask my doctor, but I don't know where to begin."

Most people find it difficult to prepare a list of questions to ask their doctor. Your Health Coach can help you prepare the questions that concern you most, so you are ready to discuss them on your next trip to the doctor. Your Health Coach can give you information about the most current treatments available. Together, you and your doctor can make the decision that is right for you.

"When I got home from a visit to the doctor, I was really confused about the treatment and medicines that were prescribed for me."

Sometimes after a visit to the doctor's office, you're just not sure that you fully understood what the doctor said or the terms that were used to describe your condition or treatment. Your Health Coach is there to help by answering your questions and offering you easy-to-understand information.

"I've been having trouble with back pain, and I'm not sure what my options are for treatment."

You are not alone. In the United States, more than a quarter of all adults report having some type of back pain. Your Health Coach can discuss your treatment options and provide you with the latest information available.

"I need help sticking to my treatment plan."

Talking regularly with your Health Coach can help you stay on track, by addressing questions that arise regarding your treatment, by giving you the support you need to follow through with your doctor's recommendations, and by helping you tackle obstacles when things get tough.