BLUES ON CALL IS THERE FOR YOU

Whether it’s early in the morning or late at night, one toll-free telephone call 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 24 hours a day as often as you want to discuss questions about any health topic that concerns you – a rash, an earache, a recent diagnosis, medications, a scheduled medical test or surgery. 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.

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.

HELP WITH MANAGING CHRONIC CONDITIONS

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 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 and live your life as fully as possible.

“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!”
IF YOU EXPERIENCE SYMPTOMS OF DEPRESSION, YOUR HEALTH COACH CAN GUIDE YOU

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

BABY BLUEPRINTS®

You may also want to join Baby Blueprints. The Baby Blueprints Maternity Education and Support Program can help you understand and manage every stage of pregnancy and childbirth and help you make more informed care decisions.

Enrolling in Baby Blueprints gives you access to online educational information on pregnancy and childbirth. You will also receive individualized support from a nurse Health Coach who is available to you throughout your pregnancy and after giving birth.

Once you enroll in the program, you will receive a confirmation package that includes:

- An enrollment confirmation letter
- Information on various educational resources and online support programs
- Information on childbirth education class reimbursement form, which is available online
- A child immunization and preventive care pamphlet
- A brochure on CorCell’s® cord blood program

To enroll, call 1-866-918-5267 toll-free. You can enroll at any time during your pregnancy, but we encourage you to enroll early on to take full advantage of all the services the program offers.
"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 ON THE WEB**

If you prefer to use the web for information, just go to [www.highmarkbcbs.com](http://www.highmarkbcbs.com) and log in, where you can:

- Review information about treatment decisions for conditions such as back pain or uterine conditions
- Access patient guides and care guides for information about illnesses and treatments
- Research symptoms, diagnoses and medical technology in Healthwise® Knowledgebase

**CALL BLUES ON CALL DAY OR NIGHT**

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

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