



Blue Cross and Blue Shield of North Carolina (BCBSNC) is rethinking how you experience and connect with your health care. As a part of this fundamental shift, we've developed an easy-to-use suite of tools to help give you more simplicity, personalization and options than ever before. And it starts with Blue Connect.

WHAT IS BLUE CONNECT?

Blue Connect is our enhanced member services page that will launch January 1, 2015. This single destination has the tools and information you need to make health care easier – including personalized information that's relevant to your specific health plan and your unique interests. Blue Connect is a suite of online tools that includes HealthNAV^{SM1}, to help you find and compare providers and costs, and Blue LinkSM, to help you get a better picture of your overall health.¹ In addition to providing account information, Blue Connect can help you make better health decisions.

DO I NEED TO SET UP A BLUE CONNECT ACCOUNT IF I ALREADY HAVE ONE WITH MEMBER SERVICES?

No. If you already have a current Member Services account, you will automatically be registered on Blue Connect. To log on, simply use your current Member Services username and password.

HOW DO I ACCESS BLUE CONNECT?

You can connect anytime, starting January 1, 2015, from a wide variety of devices including laptop, tablet and mobile by visiting BlueConnectNC.com.

DOES BLUE CONNECT COST EXTRA?

No. Blue Connect is a benefit available to all BCBSNC members.

HOW IS IT PERSONALIZED?

Blue Connect shows high-level account information, such as deductible levels and claims status, right on your homepage. You can also request information, as well as choose how and where you receive it, based on your own goals, interests and preferences.

HOW CAN BLUE CONNECT HELP ME?

Blue Connect provides you with on-the-go access to personalized information about your health. Each of the tools within Blue Connect enables you to make more informed decisions about your health and health care and helps you better reach your unique goals.

HealthNAV^{SM1}

WHAT IS HEALTHNAV?

HealthNAV, which used to be the BCBSNC mobile app, is now a new tool within Blue Connect that allows you to easily explore your options for care. The functionality has been updated and enhanced to provide more accurate, relevant and personalized information and results. HealthNAV includes a provider search, doctor reviews from members like you, a cost estimator and an urgent care search.

WHERE DO THE DOCTOR REVIEWS COME FROM?

Reviews found within the HealthNAV section of Blue Connect come from members of Blues plans across the country. You can also leave your own reviews to help other members find appropriate care.

HOW DOES BCBSNC ESTIMATE COSTS?

BCBSNC uses information from the national BCBS network, including 625 million claims from nearly every ZIP code in the U.S. over the previous 12 months.

HOW OFTEN ARE COST ESTIMATES UPDATED?

Cost estimate information is updated every six months, so you have access to the most current information possible.

CAN I USE THE URGENT CARE SEARCH TOOL OUTSIDE OF NORTH CAROLINA?

Yes. With this tool, you can find the closest urgent care anywhere in the U.S.

BlueLinkSM

I'VE NEVER HEARD OF ANYTHING LIKE THIS. HOW DOES BLUE LINK WORK?

You start by choosing from a variety of goals you want to accomplish. Then you can sync your information from various health and lifestyle apps and devices, as well as any personal tracking information you have, to get a big-picture view of your overall health. You can also view a breakdown of activities and how you compare with other members – or even share this information with family and friends.

WHAT TYPES OF GOALS CAN BE SET?

Goals or “Projects” within Blue Link include topics such as losing weight, getting back into shape, avoiding a cold, managing back pain or raising a family, just to name a few.

¹Blue Cross and Blue Shield of North Carolina offers several decision support tools, such as HealthNAV and Blue Link, to aid you in making decisions around your health care experience. These tools are offered for your convenience and should be used only as reference tools. You should consult your own legal counsel, tax advisor or personal physician as applicable throughout your health care experience. ²Devices and apps are from independent companies.

BLUE CROSS®, BLUE SHIELD®, the Cross and Shield symbols and SM are marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans. SM1 is a service mark of Blue Cross and Blue Shield of North Carolina. All other marks are the property of their respective owners. **Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association.** U10381d, 11/14

WHICH APPS CAN BE SYNCED WITH BLUE LINK?

With Blue Link, you can link your data from a variety of health and fitness devices and apps:² RunKeeper, dailymile, Endomondo, Fitbit®, Garmin, iHealth, MapMyFitness, MyFitnessPal, Walker Tracker, Jawbone, MoodPanda and Withings. You can also sync lifestyle apps: Facebook, Foursquare, Gmail, Google Calendar, Instagram, Goodreads, JustGiving, Klout, Last.fm and LinkedIn. Additional apps and devices may be supported in the future.

WHAT TYPE OF DEEPER UNDERSTANDING OF MY HEALTH DOES BLUE LINK OFFER?

The things you can discover within Blue Link are unique to you and the information you share. For example, someone attempting to shed a few pounds could monitor his weight against his sleep patterns, physical activity, stress level and eating habits to see which factors may be contributing to weight change. Another member might discover that her asthma is worse at the office than it is when she’s at home. Blue Link also gives you specific and relevant information, based on your use of Blue Link, to help you become more engaged in improving your health.

COULD MY PREMIUMS GO UP IF THE GOALS I SET AREN'T MET?

No. The tools Blue Connect provides and the information you provide and track will have no impact on your health plan coverage, deductibles or out-of-pocket costs. Their purpose is to make managing your health and navigating the health care system easier for you.

IS THE HEALTH DATA AND PERSONAL INFORMATION SHARED ON BLUE LINK SECURE?

Your personal privacy is very important to us at BCBSNC. In fact, it’s one of our top priorities. We are committed to using the information you share in a responsible way. So while we may use it to help us support the services provided online, improve our tools, develop new features and monitor how members are using the site, we will not share that information with other parties, unless it is required or permitted under federal or state laws. BCBSNC is committed to doing everything within our power to maintain your personal privacy.



bcbsnc.com



**BlueCross BlueShield
of North Carolina**