

Discount Programs – Blue ExtrasSM

Alt Med BlueSM

Alternative medicine services up to 25% off!

Tired muscles? Sore back? Anxiety? With Alt Med Blue you can save up to 25 percent on a variety of therapies intended to increase wellness, prevent illness and address existing symptoms and conditions:

- Acupuncture
- Biofeedback
- Chiropractic services
- Fitness centers*
- Guided imagery
- Health spas
- Massage therapy
- Nutritional counseling
- Personal trainers
- Somatic education
- Stress management
- Tai Chi/Qigong
- Yoga

To get your discount, just go to a participating Alt Med Blue practitioner and present your BCBSNC ID card. To locate an Alt Med Blue practitioner, or for more information, call toll free [1-888-336-2583](tel:1-888-336-2583) or visit bcbsnc.com.

* Fitness center discounts available only in North Carolina.

Audio BlueSM

Save up to \$250 or 25% per hearing aid!

With Audio Blue you'll save up to \$250 or 25 percent per hearing aid. Just present your Blue Cross and Blue Shield of North Carolina ID card at a participating provider location for a hearing consultation. The audiologist at the provider location can give you recommendations on which types of hearing aids will best fit your lifestyle and budget. Choose from traditional behind-the-ear models to state-of-the-art digital models that fit completely in the ear canal.

Your Audio Blue discount includes:

- The lesser of 25% off hearing aid manufacturer's suggested retail price or \$250 off usual and customary fees
- Hearing aid fittings
- Follow-up visits for a year
- One-year warranties for service, loss or damage
- Free hearing aid cleanings and checks
- One-year supply of batteries

For more information on Audio Blue, call toll free [1-877-979-8000](tel:1-877-979-8000) or visit bcbsnc.com.

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Get Fit BlueSM

Nutrition and weight management discounts!

Reaching and keeping your weight management goals requires an approach built around both diet and exercise. That's why Get Fit Blue offers discounts on nutrition and fitness products. As a Get Fit Blue member, you can save money on fitness and nutrition tools that will help you reach your goals.

Discounts

- 30% off scales, heart rate monitors, blood pressure monitors and more
- Discounts on Le Bleu bottled water and water cooler rental
- Three free issues of the gourmet magazine, *Vegetarian Times*

For more information on Get Fit Blue, visit bcbsnc.com.

Optic BlueSM

Vision and LASIK discounts!

Vision Discounts

Blue Cross and Blue Shield of North Carolina (BCBSNC) is proud to offer you exceptional vision discounts through Davis Vision, Inc. – one of the nation's leading managed vision care organizations. You can take advantage of discounts on eye exams¹, frames, lenses and lens options, contact lenses, and even non-prescription sunglasses. Just present your BCBSNC ID card at a Davis Vision participating private practice provider or national retail location – such as Sears, Target, Wal-Mart and more – to start enjoying the savings.² If you already receive a vision exam as part of your health plan, you can use one of your plan's in-network ophthalmologists for your exam. Then, use a Davis Vision contracted network provider for your eyewear purchases.³ To find a participating Davis Vision provider, call toll free 1-888-763-8123 or visit davisvision.com and enter control code 2276.

Mail-order program

Also available through Davis Vision's Lens 1-2-3®1 mail order program, you'll enjoy the guaranteed lowest prices on contact lens replacements. Call 1-800-LENS123 with a current prescription and receive a complimentary starter kit with each order!

Laser Eye Surgery Discounts!

You can save up to 25 percent off a provider's usual and customary fees or receive a five-percent discount on any advertised specials, whichever savings are greater.⁴ Present your BCBSNC ID card at a Davis Vision participating private practice provider or national retail location – such as TLC Laser Eye Centers and LASIK PLUS.

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All surgeries, including LASIK and PRK, are performed by credentialed ophthalmologists and surgeons using the latest technology. For more information, call 1-888-763-8123, or visit davisvision.com and select “Laser Vision Correction.”

Vita BlueSM

Save up to 40% on vitamins and supplements!

Vita Blue gives you savings on a broad selection of vitamins, minerals and herbal supplements. We’ve teamed up with MotherNature.com — a company known for quality, all-natural health and beauty products — to provide supplements for men, women, seniors, children and pets. With Vita Blue, you’ll find the right supplements for everyone in your family. You’ll be able to choose from over 100 different vitamins and supplements at about 40 percent off the average drug store, retail and mail-order prices.⁵ When you order select products, you’ll also receive 50 percent off the second bottle of the same product. So, the more you order, the more you save! Plus, you pay no standard shipping costs on orders of \$15 or more.

For more information on Vita Blue, call toll free 1-888-234-2413 or visit bcbsnc.com.

1 Discounts are provided so long as eye exams are not a covered benefit under the health plan.

2 At Wal-Mart, members will receive comparable values through their everyday low prices on examinations, frames and contact lenses purchases, which are equal or less than the discounts through Davis Vision.

3 Members may receive an eye exam at one participating location and eyeglasses from a different participating location. Members should verify that their selected provider for eyeglasses accepts a prescription from another provider before receiving services. For continuity of care, Davis Vision recommends all services be provided at a single participating provider location.

4 Some centers provide a flat fee equating to these discount levels due to market dynamics.

5 Source: MotherNature.com, 2007; <www.mothernature.com/pdp>.

Blue Extras programs may not apply to all health plans. Discounts on certain goods and services may not be provided directly by Blue Cross and Blue Shield of North Carolina (BCBSNC), but may instead be arranged by BCBSNC for member convenience. Any discounts are outside your health plan benefits. BCBSNC is not liable for problems resulting from goods and services it does not provide directly, such as goods and services not being provided or being provided negligently. BCBSNC may change or discontinue these programs at any time. An independent licensee of the Blue Cross and Blue Shield Association. ®, SM Marks of the Blue Cross and Blue Shield Association. SM 1 Mark of Blue Cross and Blue Shield of North Carolina. ©1 Mark of Davis Vision, Inc.

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