

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.



Cosmetic Surgery BlueSM Save 15% on cosmetic surgery!

Thinking about cosmetic surgery? You can save 15 percent with Cosmetic Surgery Blue. Your discount applies to procedures that are not typically covered by insurance such as rhinoplasty, facelifts and liposuction. You will receive a 15 percent flat rate discount on the physician's regular surgical fees. Since cosmetic surgery charges are typically divided into three parts (surgery, anesthesia and facility), your discount will apply to the surgery portion only.

Additionally, your Cosmetic Surgery Blue discount applies to your initial consultation, even if you decide not to have the procedure. Cosmetic Surgery Blue can also help you research and understand the risks to make an informed decision about whether a procedure is right for you.

For more information on Cosmetic Surgery Blue, call toll free [1-877-755-1111](tel:1-877-755-1111) or visit bcbsnc.com.

NOTE: Cosmetic Surgery Blue discounts available only in North Carolina.

Cosmetic Dentistry BlueSM Save 10% on cosmetic dentistry!

We know a bright healthy smile is important to you. With Cosmetic Dentistry Blue you can save at least 10 percent on a variety of procedures not typically covered by dental plans. Procedures include:

- Whitening
- Veneers
- Tooth-colored fillings
- Implants
- Bonding
- Contouring and reshaping

To find a Cosmetic Dentistry Blue practitioner call toll free [1-877-269-1097](tel:1-877-269-1097) or visit bcbsnc.com.

NOTE: Cosmetic Dentistry Blue discounts available only in North Carolina.

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, programs and services; and information to keep you informed on the latest fitness and nutrition news. As a Get Fit Blue member, you can save money on fitness and nutrition tools that will help you reach your goals.



Discounts

- Up to 25% off at participating North Carolina hospital weight management programs
- Up to 20% off LA Weight Loss weight management programs
- 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.

NOTE: Get Fit Blue weight management program discounts available only in North Carolina.

Optic BlueSM

Vision and LASIK discounts!

Vision Discounts

You can receive a 30 percent discount on prescription eyewear including lenses, frames and non-disposable contacts, and a 15 percent discount on disposable contacts prescribed and purchased from any of our participating North Carolina providers who own optical dispensaries.

Laser Eye Surgery Discounts!

Laser eye surgery doesn't have to be prohibitively expensive. Optic Blue provides discounts on corrective laser eye surgery and the LASIK procedure.

You can choose from a statewide network of trusted eye doctors. With Optic Blue there are no claims to file, just show your BCBSNC ID card at the doctor's office. Your program discount includes your consultations, the laser procedure and all follow-up visits related to the procedure.

To find an Optic Blue provider, or for more information, call toll free 1-800-755-0507 or visit bcbsnc.com.

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.¹ 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](tel:1-888-234-2413) or visit bcbsnc.com.

1 Source: MotherNature.com, 2007; <www.mothenature.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 Blue Shield of North Carolina. ®1 Mark of Davis Vision, Inc.

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