

Brief Notes

News for
Brokers and Consultants

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3 Penn Plaza East, Newark, NJ 07105-2200

Applies to: All markets

Saving money never felt so healthy

Horizon Blue Cross Blue Shield of New Jersey is proud to present the next generation of Blue365®, a new take on our valued discount program. Blue365 offers exclusive and easily accessible health and wellness deals to keep our members healthy and happy, every day of the year.

Blue365 has a brand new look, a range of new features and even greater discounts from top national and local retailers on fitness gear, gym memberships, family activities, healthy eating options and much more.

Members can now receive great health and wellness deals straight to their inboxes every week. It's just another way they can benefit from being a Horizon BCBSNJ member. Members can sign up, check out the new Blue365 and start saving at Blue365deals.com/HorizonBCBS/ today.

How to sign up

To sign up, members must:

- Visit Blue365deals.com/HorizonBCBS/.
- Click *Register*.
- Fill in the required information on the new screen and select *SIGN UP*.

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Learn how your clients and their employees can stay connected with

Horizon Blue Mobile anytime, anywhere,

mobile.HorizonBlue.com



Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work.®

Blue365 offers access to savings on items and services that members may purchase directly from independent vendors. While Blue365 replaces Horizon Blue Cross Blue Shield of New Jersey's existing wellness discounts program, the vast majority of the discounted products and services that were previously available to members under that program are still available through Blue365. To find out what is available to you through Blue365, visit the website mentioned above or call Member Services at the number on the back of your ID card. Please note that the Blue Cross and Blue Shield Association (BCBSA) may receive payments from Blue365 vendors. Also, neither Horizon BCBSNJ nor the BCBSA recommend, warrant or guarantee any specific Blue365 vendor or discounted item or service.

Services and products provided by Horizon Blue Cross Blue Shield of New Jersey or Horizon Healthcare of New Jersey, Inc., each of which is an independent licensee of the Blue Cross and Blue Shield Association.

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Fitness anytime, anywhere – only \$25*/month

Healthways™ Fitness Your Way, a featured vendor available through Blue365, allows members to have access to nearly 8,000 fitness locations, including Bally Total Fitness, 24 Hour Fitness, Curves and many others – as often as they like. Plus your clients will get:

- 30 percent off care from over 40,000 health care specialists.
- Savings on various health products, including vitamins, exercise equipment, unique gifts and more.
- Access to 24/7 online tools to record personal exercise and nutrition goals**.

Limited time offer – from now until October 31, 2012, members can have their Healthways Fitness Your Way enrollment fee of \$25 waived when they call **1-888-242-2060**, Monday through Friday, between 8 a.m. and 9 p.m., in all U.S. time zones and provide the coupon code **OCTWORKOUT12**.

For any questions or more information on Blue365 or the Healthways Fitness Your Way program, visit **Blue365deals.com/HorizonBCBS/** or contact your Account Manager or Sales Executive.

** Requires a \$25 enrollment fee (waived from now until October 31, 2012) and three-month commitment.*

*** Consult with your doctor before starting a diet or exercise regimen.*