

# Brief Notes

News for  
Brokers and Consultants

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3 Penn Plaza East, Newark, NJ 07105-2200

**Applies to:** All markets

## **Reminder: Healthways™ Fitness Your Way waived enrollment fee offer**

This is a reminder that Healthways Fitness Your Way, available through Blue365®, is waiving its \$25 enrollment fee for registered Blue365 members until **October 31, 2012**.

To redeem this offer, registered Blue365 members should 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**.

To sign up for Blue365, your clients' employees must:

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

*(Continues)*

Learn how your clients and their employees can stay connected with

Horizon Blue Mobile anytime, anywhere,

[mobile.HorizonBlue.com](http://mobile.HorizonBlue.com)

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.



Horizon Blue Cross Blue Shield of New Jersey

*Making Healthcare Work.*

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Healthways™ is a trademark of Healthways Fitness Your Way.

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For \$25 a month\*, Healthways Fitness Your Way gives members access to nearly 8,000 fitness locations, including Bally Total Fitness, 24 Hour Fitness, Curves and many others – as often as they like. Plus they'll 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\*\*.

For more information on Blue365 or the Healthways Fitness Your Way program, visit [Blue365deals.com/HorizonBCBS](http://Blue365deals.com/HorizonBCBS), or contact your Horizon BCBSNJ sales executive or account manager.

*\* 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.*