

Brief Notes

News for Brokers and Consultants

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Three Penn Plaza East, Newark, 07105-2200

Applies to: Public Sector and Mid-size (100 to 499 employees) groups

Horizon Blue Cross Blue Shield of New Jersey Launches New Fitness Reimbursement Program

Horizon Blue Cross Blue Shield of New Jersey is pleased to offer [HorizonbFit](#) to eligible members ages 18 years and older enrolled in public sector and fully insured mid-size groups. The program launches April 1, 2013 and offers reimbursements of \$20 per month to members who enroll and visit a participating fitness facility at least 12 times or more a month. Members can earn up to \$240 a year in rewards. The program makes it easier and more affordable for members to exercise regularly.

[HorizonbFit](#) is the only fitness reimbursement program that offers:

- All-electronic utilization tracking and reimbursement processing. Members do not have to track their visits or submit any paperwork to claim their reimbursements.
- Secure, online personal account management. Members establish an online account. Once established, members can view their attendance and reimbursements, change their primary fitness facilities and update their personal profiles and account information.
- The ability for Horizon BCBSNJ members who are currently members at a fitness facility to participate in [HorizonbFit](#). All eligible Horizon BCBSNJ members can participate in [HorizonbFit](#) without having to cancel their existing fitness facility memberships. If a member belongs to a fitness facility that is not included in the network, the member can nominate it for inclusion pending agreement with the fitness facility.
- Access to medically integrated fitness centers. [HorizonbFit](#) includes hospital-affiliated fitness centers that offer exercise programs that can be integrated with chronic care management, rehabilitation and other physician-directed health maintenance, measurement and testing.

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Horizon BCBSNJ offers affordable and integrated medical, dental and prescription drug plans. Contact your sales executive today to learn more.



Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work.®

HorizonbFit is offered to select Horizon BCBSNJ members and is administered by Advanta Health Solutions. Horizon BCBSNJ is responsible for funding all reimbursements made to qualifying members. Advanta Health Solutions is responsible for administering the program and processing reimbursements on behalf of Horizon BCBSNJ to credit qualifying members' accounts. Eligibility for the program is determined by Horizon BCBSNJ at its sole discretion.

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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- Utilization review. Through its all-electronic utilization tracking, data can be analyzed by Horizon BCBSNJ to better manage member care.
- Full membership privileges, preferred rates, flexible, month-to-month membership terms and “away-from-home” access to any participating facility. (Only for Horizon BCBSNJ members who join a fitness facility when they enroll in [HorizonbFit](#).)

[HorizonbFit](#) is administered by Advanta Health Solutions, an innovative health and fitness provider that develops and manages physical activity programs to help people live healthier. It is initially being offered to members ages 18 years and older in the public sector and mid-size (100 to 499) employer group markets. Eligible members can enroll online now at [HorizonbFit.com](#) for an April 1, 2013 effective date.

Horizon BCBSNJ is dedicated to working with our valued brokers to provide your clients and their employees with competitive offerings that support member satisfaction and retention. [HorizonbFit](#)'s approach to corporate fitness rewards healthy behavior and fosters personal accountability. It is cost-effective for the employer group and motivational for employees.

View the [HorizonbFit](#) enrollment site at [HorizonbFit.com](#).

If you have questions, please contact your Horizon BCBSNJ sales executive or account manager.