

1901 Market Street
Philadelphia, PA 19103-1480

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PAID
INDEPENDENCE
BLUE CROSS



Member Mail

Member:

Mr. John Q. Sample
1234 Any Road
City, PA 00000-0000



Reduce your costs with this FREE Member extra.

BETTER
HAPPENS

▲
Open here for
details.

HERE.

▲
Open here for
details.

BETTER HAPPENS

“I feel better...and I’m saving on costs, too!”



Member:

Mr. John Q. Sample
1234 Any Road
City, PA 00000-0000



Take your asthma self care from “Good” to “Better.”

Get the **FREE CareCam™ mobile app!**

Download by Month XX, 2015.

Dear John Q. Sample,

No question — managing asthma can be a challenge. Taking your preventer medications, staying on top of exercise, knowing your triggers and having a good asthma action plan — it’s a lot to remember! Not to mention — it can be expensive as well.

We can help as your trusted health care partner. It’s been shown that mobile apps can help people manage their health care and save costs, too.* That’s why Independence is happy to introduce **CareCam, the asthma care mobile app exclusively for members!**

- Manage better each day with valuable insights, tools and greater confidence
- Stay on track with a personalized daily schedule of health care activities and reminders — plus daily/weekly/monthly views of your results
- Discover asthma video content with vLearning Library
- Build your support team of encouraging family and friends
- Help prevent costly complications

So please take a moment to download CareCam on your mobile phone or tablet FREE. Simply scan the code below or visit www.ibx.com/carecam. Use your Independence member card to register your account. Then start using CareCam every day!

Thanks again for being a valued Independence member.

Best regards,

Don Liss
Vice President, Clinical Programs

P.S. Download CareCam by Month XX, 2015 free! For more details, see the enclosed brochure.

Use your smartphone or tablet to scan this code or
visit www.ibx.com/carecam to download the app



3 EASY STEPS TO START USING CARECAM!

- 1.** Download the CareCam app by scanning the code or visiting www.ibx.com/carecam.
- 2.** Use your Independence member card to register your account.
- 3.** Start using CareCam every day!



Independence Blue Cross, Keystone Health Plan East, and QCC Insurance Company are independent licensees of the Blue Cross and Blue Shield Association.

*Javitt, Jonathan, C. Shane Reese and Michael K. Derrick. "Deployment of an mHealth Patient Monitoring Solution for Diabetes—Improved Glucose Monitoring Leads to Reduction in Medical Expenditure." *US Endocrinology*, 2013; 9(2):119-23.

The information, data, recommendations, and any other materials provided through CareCam are not, nor are they intended to be, a medical evaluation, examination, advice, consultation, diagnosis, or treatment. You should not expect that any information provided through CareCam is a substitute for, nor does it replace, the advice of a health care professional.

IT'S **BETTER** BEING AN INDEPENDENCE MEMBER.

Independence Blue Cross is the leading health insurer in southeastern Pennsylvania. More than 2.2 million people in our area depend on us, and we value that trust as our most important asset. Part of that trust is our commitment to delivering innovative new ways and pioneering technologies that can better empower our members in their daily lives and help manage health care costs. Thank you for choosing Independence Blue Cross.

Independence 

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WHEN I GOT CARECAM I FELT **BETTER**.

Download the CareCam™ mobile app today.
Exclusively for members.

Independence 

Use **CareCam** every day for better self-care.

Only from Independence.

CareCam turns your smartphone or tablet into a diabetes self management center! Discover easy to use diabetes care tools and valuable educational video content, there in the palm of your hand. With CareCam, you're in control — with progress to share with concerned members of your support team. And that's just better.

Better daily self-care

- Works on your smartphone or tablet — so easy to use, even for the technical novice
- Follow your personalized daily schedule of health care activities that fits your lifestyle and your health care provider's care instructions
- Get reminders and personalized educational feedback on activities like taking medication, monitoring blood glucose, exercising, and more
- View summaries of your past results to understand your progress and share with your health care provider at your next visit

Better customization and communication

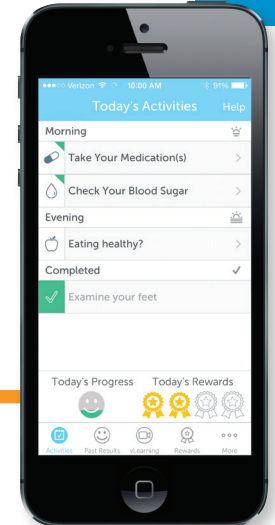
- Access the **vLearning Library**, a collection of educational videos about your health condition and more
- Invite family, friends, or caregivers to follow your progress and offer support

Better cost management

- Use CareCam every day for better self-care
- Help prevent complications that could result in time out of work, frequent doctor appointments, and costly, time-consuming ER visits

3 easy steps to start using CareCam!

1. Download the app using the information below.
2. Use your Independence member card to register your account.
3. Start using CareCam every day!



“It inspires me to do better each day”

“CareCam is like a coach to me!”

Better is just a few taps away.

Scan the code or visit www.ibx.com/carecam



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