



Save Money on some non-covered services with *BluePerks*®

Whether treating a recurring sports injury, relieving stress or chronic pain, or simply trying to lead a healthier life – more and more people are looking for new ways to treat old problems.

However, some services – such as acupuncture, massage therapy, vitamins, and nutritional counseling – are not covered by the average health plan.

BlueCross BlueShield of Tennessee now makes access to these services less expensive with a new discount program called *BluePerks*.

Created exclusively for BlueCross BlueShield of Tennessee members, *BluePerks* features discounts of up to 50 percent on a wide variety of alternative medical procedures – such as massage therapy, acupuncture and more. Plus, *BluePerks* also includes savings on health and wellness services, such as fitness centers, spas, personal trainers, Tai Chi classes and vitamins.

Services discounted with *BluePerks* include:

- Acupuncture
- Cosmetic services
- Diet and supplement advisors
- Fitness memberships
- Healthy events and activities
- Health magazine subscriptions
- Holistic physicians/practitioners
- LASIK corrective vision surgery
- Massage therapy
- Mind/Body and relaxation therapy
- Personal trainers
- Spa services
- Vision care products
- Vitamins
- Weight loss programs
- Yoga and Tai Chi instruction

Taking advantage of *BluePerks* is easy:

- Simply log on to bcbst.com and click the “*BluePerks*” link.
- Click on your area of interest or use the handy search engine to find practitioners who participate in the *BluePerks* discount program.
- Next, simply show your BlueCross BlueShield of Tennessee membership ID card when purchasing products or services from a participating *BluePerks* practitioner and receive instant discounts of up to 50 percent.
- It’s that easy. There’s no paperwork, prior authorizations, reimbursements or claims to file. Just enjoy another advantage of carrying your BlueCross BlueShield of Tennessee membership ID card.

BluePerks is offered through partnerships with discount service providers, such as

- American WholeHealth Networks, Inc.: 1-800-227-5911 — Administering the Complementary Alternative Medicine and cosmetic services discounts
- Davis Vision: 1-800-783-7792 — Administering the vision care item discount
- Jenny Craig: 1-800-JENNY20 — Administering the weight loss program discount up to 50%
- TruVision: 1-866-338-2020 — Administering the LASIK eye surgery discount

For more information on the *BluePerks* discount program, call one of the discount partners above, or visit bcbst.com.



of Tennessee
plans for better health. plans for a better life.™

bcbst.com

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