



<October 2013>

Act now to get your Healthy LifestylesSM Solutions reimbursement

Dear Valued Member:

For 75 years, our mission has been to enhance the health and wellness of our members. To make it even easier to reward you for making healthy choices, we are making changes to our Healthy Lifestyles Solutions reimbursements programs that take effect on <January 1, 2014>. Please read the enclosed flyer to learn more about changes to these programs.

What you need to do

You are receiving this letter because our records show that you are currently enrolled or have participated in a Healthy Lifestyles Solutions reimbursement program. You may be eligible to receive up to the maximum reimbursement amount for any of the following Healthy Lifestyles Solutions programs through <December 1, 2013>:

- Fitness (\$150)
- Weight management (\$200)
- Tobacco cessation (\$200)
- Bike helmet purchase (\$25)*
- First-aid class (\$25)*
- Parenting class (\$50)*
- Breast pump purchase (\$50)*
- Lactation consultation (\$100)*

You must submit documentation to Independence Blue Cross (IBC) by <December 1, 2013>, for reimbursement consideration. Note: We allow only one reimbursement per program within the past 365 days. If you received a reimbursement check for participation in a program within the past 365 days for the same activity, class, or purchase, you will not receive a second reimbursement.

How to request your reimbursement from IBC

- 1) Log on to www.ibxpress.com and download a copy of the reimbursement form by selecting the *Health & Wellness Programs* tab and clicking the *Discounts & Reimbursements* link. Complete the form or a cover sheet with your name, address, and identification number from your member ID card.
- 2) Send the completed form or cover sheet with the required paperwork for your program (receipt, printout, logbook, certificate, weigh-in card, etc.) to IBC no later than <December 1, 2013>, by fax at 215-238-7973 or by mail at:

Independence Blue Cross
Healthy Lifestyles Solutions Program
1901 Market Street, P.O. Box 41880
Philadelphia, PA 19101-9131

(over)

Getting reimbursed will be easier and more convenient

We're making it easier for you to stay on the road to good health by enhancing our Healthy Lifestyles Solutions reimbursements programs. Beginning <January 1, 2014> there is:

- **No enrollment required:** You will not have to enroll in a program to be eligible to receive a reimbursement. When you meet the eligibility requirements for a program (for example, when you complete 120 visits at an approved fitness facility), you can simply submit your documentation to request reimbursement.
- **No paper form to submit:** You'll be able to save time and postage. After <January 1>, once you meet a program's eligibility requirements, you can visit www.ibx.com/reimbursements to request reimbursement quickly and securely. You do not need to mail any paperwork to IBC.
- **New option for weight management:** We added Weight Watchers® Online to the list of approved programs to give you another option to help you reach your weight-loss goals.

Stay motivated to reach your health goals — anytime and anywhere

The support you need to reach your personal health goals is available to you 24/7. Log on to www.ibxpress.com or use the IBX app on your smartphone to access WebMD® tools to get a better picture of your current health, create an action plan, and track your progress.

You can also take advantage of value-added Blue365® discounts and special offers from leading national companies to help you save money on health-related products and services.

Contact us

Now more than ever, we are proud to be the trusted advisor who helps you and your family when you make important decisions about your health.

If you have any questions about the Healthy Lifestyles Solutions reimbursements programs, please contact Customer Service at 1-800-ASK-BLUE (1-800-275-2583).

Sincerely,



Kimberly Eberbach
Vice President, Wellness & Community Health

*Reimbursements for these programs will not be available after <January 1, 2014>. Please read the enclosed flyer for more information. Weight Watchers® is a registered mark of Weight Watchers International, Inc., an independent company. WebMD® is an independent company offering online health information and wellness education to Independence Blue Cross members. The Blue Cross and Blue Shield names and symbols and Blue365 are registered marked of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.