



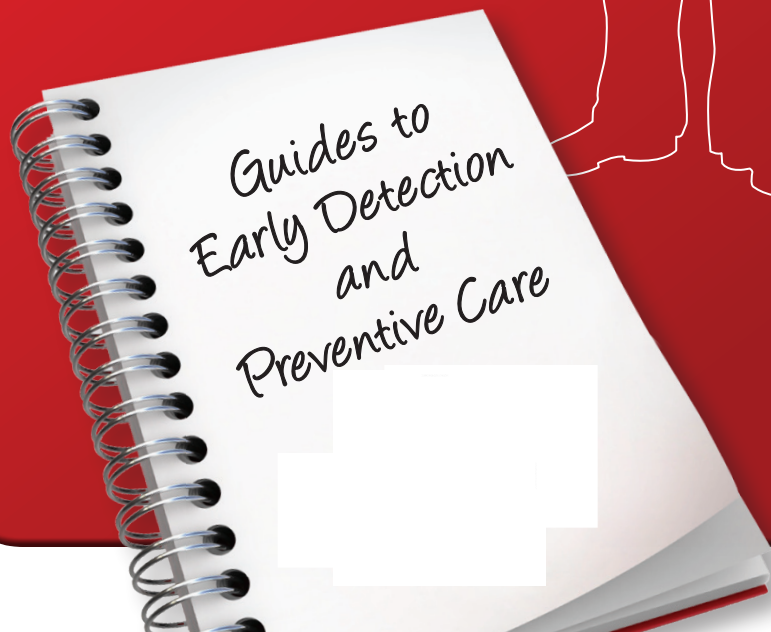
An Independent Licensee of the Blue Cross and Blue Shield Association

The Iron Workers of Western
Pennsylvania Benefit Plans
Invite You to Participate in...

Prevention **101** SM

Knowing What You Need and When to Get It

Volume 1



Prevention 101SM

Knowing What You Need and When to Get It



Prevention. It's a word that we hear a lot about these days, even though Benjamin Franklin's famous phrase, "An ounce of prevention is worth a pound of cure," goes back nearly three centuries. The most important things we can do to prevent disease and be healthy are to be tobacco free, physically active and practice prevention.

What is Preventive Care?

Preventive care is getting the right kinds of preventive health services—screenings, counseling, immunizations and preventive medicine—at the right times. It's about protecting your health by knowing what you need and when to get it. Preventive care focuses on staying well. In fact, many of us only think of health care when we're ill or treating a disease. In other words, being reactive to our health, rather than managing it.

Preventive care is also about knowing if you're at risk for developing a certain disease or chronic condition (i.e. heart disease, cancer, diabetes, etc.) that may be based on your family history, tobacco use and other lifestyle behaviors, such as a lack of physical activity or balanced nutrition.

Preventive care extends to many areas of our lives. Think about it. People practice preventive maintenance on their cars, homes, tools and other equipment. Do you routinely take your car in for service, and keep records detailing oil changes and service appointments? Do you buy an extended warranty plan every time you purchase a new appliance or electronic device? You probably do, but do you know your cholesterol and other important health numbers? Do you have a primary care health provider and make a "service appointment" every year for a check-up? Most importantly, be aware, be proactive and be healthy.



STOP



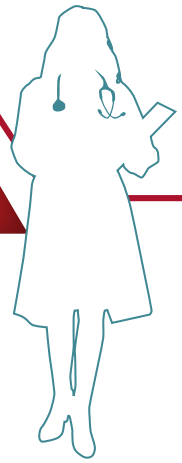
CALL



SCHEDULE



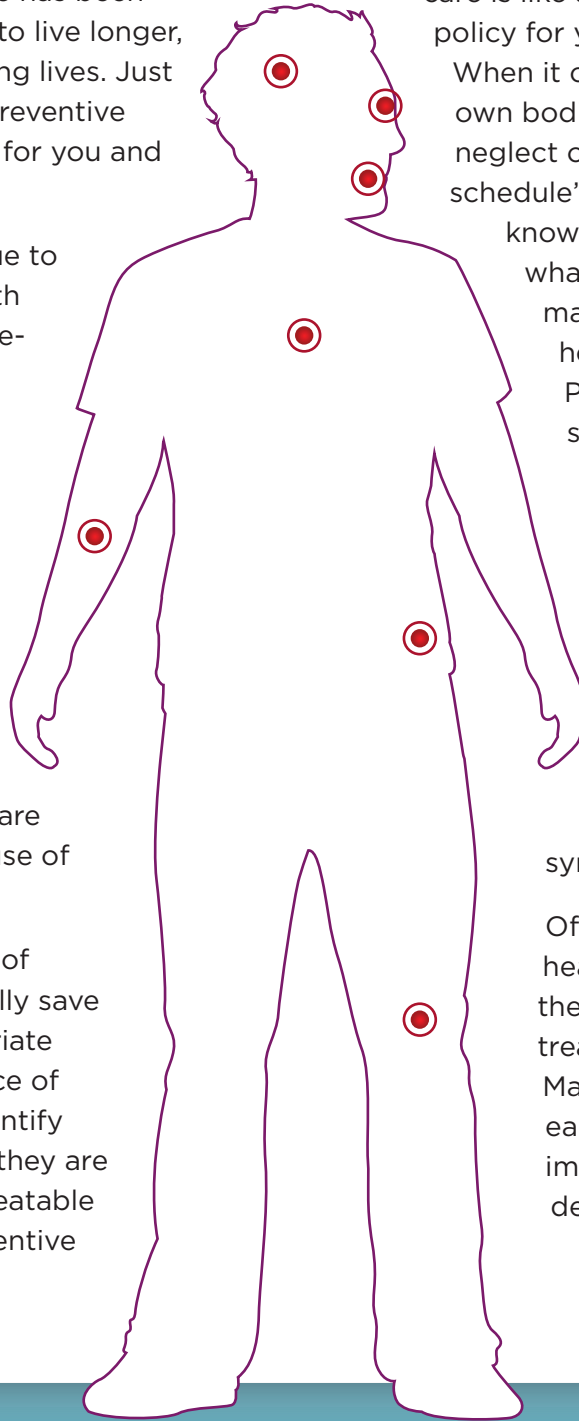
What Is the Value of Preventive Care?



Practicing preventive care has been proven to enable people to live longer, healthier and more fulfilling lives. Just a small improvement in preventive care can yield big results for you and your loved ones.

Preventive care adds value to the dollars spent on health care services, because premature death and illness can be avoided. In addition, preventive services are very cost-effective, it makes sense and cents. Doesn't it cost less to take your car in for routine maintenance than to have your engine overhauled or to buy a new car? Bottom line: preventive care services are an efficient use of your health care dollars.

Knowing the importance of preventive care can literally save your life. Getting appropriate screenings can offer peace of mind and also help to identify risks or conditions when they are in their early and most treatable phase. Imagine that preventive



care is like an insurance policy for your health.

When it comes to our own bodies, we tend to neglect our “preventive maintenance schedule” and adopt a “what I don't know won't hurt me” mindset. But what we don't know can have a major impact on our life and our health—today and in the future. Preventive care is truly the solution to better health.

WHAT IS EARLY DETECTION?

Now is the time to keep you and your family safe and healthy. Early disease detection is the use of screening tests, medical exams and self-exams to identify health problems and/or conditions before symptoms appear.

Often, the earlier a disease or health condition is diagnosed, the more likely it is that it can be treated or successfully managed. Managing a disease, especially early in its course, may lower its impact on your life or prevent or delay serious complications.

“The function of protecting and developing health must rank even above that of restoring it when it is impaired.” –Hippocrates



Know Your Health Care Provider



Most people are more satisfied with their health care if they share the responsibility with their health care provider. Your health care provider is an expert on medical care, but you are the expert on YOU. Only you can discuss your concerns and the concerns you may have because your father had a heart attack at age 48 and your grandmother's history of diabetes. You need to inform your health care provider about your blood pressure readings, glucose results and other test and screening results. You also need to discuss any signs or symptoms that may concern you. By being a partner with your health care provider, you can ensure that you get the preventive care you need.

Here are some tips for being a good partner and sharing in the decision making with your health care provider.

● **Build a relationship** with your health care provider. Let your health care provider know that you want to be a partner in your health care and discuss your expectations. Make the most of the time you have with your health care provider, be prepared to discuss your concerns, feelings and questions on your health.

● **Be an active participant** in each appointment.

Listen carefully to what your health care provider says. If you do not understand a diagnosis or treatment, ask questions. Address concerns you have about carrying out the prescribed treatment. Speak up if you feel that your health care provider is not showing respect or spending enough time with you. It may be hard to bring up concerns like these, therefore begin by telling your health care provider that you have questions and concerns and ask for extra time to talk.

● **Make a list of questions for your health care provider.** Be efficient when you meet with your health care provider. Have you ever left the health care

provider's office and thought of a dozen questions you meant to ask? Compile a list of your questions and concerns prior to your visit. Learn to feel comfortable asking questions during your appointment. After all, you are there for YOU.

● **Give complete and accurate information.** Prior to the appointment, prepare a list of your current medications (including vitamins and supplements), previous surgeries and hospital admissions to provide correct and complete information. Take an active role in your health care decisions, and make the most of your limited appointment time.

● **Ask all of your questions and make sure you understand the answers before you leave the office.**

Review your list of questions to make sure that you don't forget anything. Jot-down notes during the appointment. You might want to bring someone with you to help ask questions, listen and remember. Let the health care provider know if you are confused or do not understand what he or she tells you.





What You Need for Your Preventive Care Appointment



Always keep your medical information current, and take it to your appointment. This should include:

- Current medical insurance information
- Up-to-date list of all medications (prescription and over-the-counter)
- List of all dietary and herbal supplements, vitamins and minerals
- List of all allergies (medicine, food, environmental, etc.)
- List of all health information (surgeries, procedures, hospitalizations, illnesses, etc.)
- Information about your family health history
- List of current immunizations and vaccines
- Dates and results of all medical tests, blood tests, procedures, screenings or X-rays
- Females: First day of last menstrual period
- List of symptoms, concerns or changes
- List of concerns or questions you want to address during the appointment
- If applicable: Copy of your health plan's list of covered prescription drugs—also known as a formulary



LOG ON TO TRACK

You can create an online **Personal Health Record (PHR)** for yourself and each of your family members on your Member Web site. Use this secure electronic health record to enter information about the past and present health status for yourself and your dependents, as well as information from medical and pharmacy claims. You can develop a **Health Action Plan**, keep track of medications, health care provider information and appointments, and receive personalized tips for better managing your health all through your confidential “one-stop” PHR.

By completing and maintaining an online PHR, you can:

- Keep your health information in one central location.
- Access your information quickly via the Internet.
- Print and share health information for your medical appointments.
- Ensure your information is secure and reliable.

To access the online **PHR**, log onto your Member Web site. Click on the “YOUR HEALTH” tab and then “Personal Health Record.” Choose the sections you wish to update and follow the prompts. Remember to update your online record each time you or a family member have a screening or exam or you have new information to enter.



What to Track

Create a **Personal Health Record** for yourself and each member of your family to see all your health care information at a glance in one convenient location. A Personal Health Record table is provided below for your convenience.

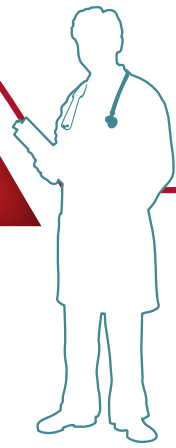
PERSONAL HEALTH RECORD			
SCREENING	DATE	RESULTS	NOTES
GENERAL HEALTH			
Physical Exam			
HEART HEALTH			
Weight			
BMI			
Waist Circumference			
Blood Pressure			
Total Cholesterol			
HDL-Cholesterol			
LDL-Cholesterol			
REPRODUCTIVE HEALTH			
Pelvic Exam			
Mammogram			
Pap Test			
HIV/Sexual Transmitted Diseases Screening			
Prostate Screening			
COLORECTAL HEALTH			
Colorectal Cancer Screening			
DIABETES SCREENING			
Blood Glucose (Sugar)			
BONE HEALTH			
Bone Mineral Density			
ORAL HEALTH			
Dental Exam			
VISION CARE			
Eye Exam			



Be sure to remind your health care provider that you are being seen for your routine Preventive Health Care exam and/or screening(s) to ensure that your visit/screening is correctly coded and properly billed. The exams, screenings and immunizations listed on our Preventive Health Schedule may not be eligible for coverage or payment under your health insurance policy. If you have questions about your coverage for preventive care services, call the customer service telephone number on the back of your Member ID card.



When You Go to Your Preventive Care Appointment



WHAT YOU GET AT YOUR PREVENTIVE CARE APPOINTMENT

Knowing what you need and when to get it is the basis of preventive care. The screening tests you need depend on your age, gender and risk factors. Risk factors can be modifiable like lifestyle issues, such as smoking, physical activity, poor nutrition, excessive stress, etc., or non-modifiable like family history, gender, age, etc. Your health care provider is always your best resource for determining if you're at increase risk for a condition and require specific screenings or treatments.

WHAT QUESTIONS TO ASK

During the exam:

- Ask questions about anything that seems unclear to you, such as the names and purposes of tests your health care provider may order.
- Ask if there are any changes since your last exam.
- Ask when it is best to call the health care provider with questions.
- Find out when you should return for your next exam.

When a test or screening is ordered, ask:

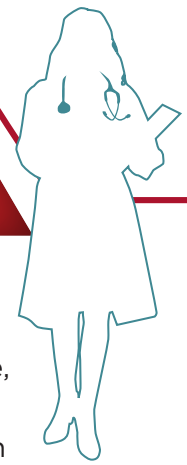
- What is the name of the test/screening?
- What does the test/screening detect?
- How do you prepare for the test/screening? Are there any preparation instructions?
- Where will the test/screening be done?
- How long does the test/screening take?
- Will I need to arrange for someone to take me home after the test/screening?

LEARN TO BE YOUR OWN BEST ADVOCATE. Keep asking questions until you are comfortable and feel that your questions have been completely addressed. Verbalize any concerns or fears you have regarding the recommended tests/screenings.

BECOME AN EDUCATED HEALTH CARE CONSUMER. When you're planning for your preventive care appointment, take advantage of the valuable tools available on your Member Web site. Your Member Web site can provide information on hundreds of topics that can help you discuss your concerns and improve communication between you and your health care provider. You can also print off forms to help you take notes and better understand care and treatment options recommended by your health care provider. If you do not have the form at the time of your visit, complete the form at home after the visit. You can choose from new medicine, medical test, surgery, special treatment and other information forms.



What You Should Keep on Record



Taking an active role in your health, being a good partner in your health care and sharing in decision making with your health provider requires keeping an up-to-date, accurate and readily available record on yourself and members of your family. Record this information on paper or electronically and store it in a safe, secure location that is easily accessible to you. If you store it on a computer, consider “password protecting” the document, or keep this information on a removable storage device, like a flash drive, which has password protection capabilities.

1. Have up-to-date personal information, including:

- Identification, such as a driver’s license
- Who to call in an emergency
- The name and phone number of your primary health care provider and any specialists that you see on a regular basis
- Organ donor card, if available
- Medical insurance card

2. Keep health information current, including:

- List of your health problems, such as asthma, diabetes, high blood pressure, heart disease, high cholesterol, etc.
- List of allergies (medication, food, environmental, etc.)
- List of information for emergency personnel, such as: pacemaker, artificial heart valve, defibrillator, dentures, insulin pump, Coumadin (warfarin) or other blood thinning agents, corrective vision (glasses or contacts), hearing impaired, hearing aids, etc.
- Up-to-date list of medications: prescriptions, over-the-counter medicines, dietary and herbal supplements, vitamins and minerals.

3. Have other important information on hand, including:

- Immunization records
- Any health screening results, such as those for blood pressure, cholesterol, vision and hearing
- Records of major illnesses and injuries
- Records of any major surgeries, procedures and hospitalizations
- A list of major health problems in your family (i.e. diabetes, heart disease, stroke, high blood pressure, cancer, osteoporosis, etc.)
- Any cancer screenings, such as a Pap test, mammogram, colonoscopy and PSA (prostate-specific antigen) test
- Records of recent hearing, vision and dental visits

4. Take these other important factors into consideration, including:

- A copy of your advance directive, including a living will and power of attorney
- Your preferred pharmacy name and phone number
- The poison control phone number
- Records of insurance claims, explanation of benefits and payments
- Written notes from your doctors or doctor visits

PREVENTION 101 TIP

Support an elderly family member or friend. Help them make an up-to-date medications list. Make two copies: one to post on their refrigerator or near a phone and one to carry in their purse or wallet.

101



Where to Go for More Help



It's not easy putting a plan for preventive care and healthy lifestyles into action. Whether on the Web, on the phone or at the worksite, there are many convenient and accessible wellness resources to help you reach your goals and "have a greater hand in your health."

- **On the Phone.** Speak confidentially with a specially-trained Health Coach 24 hours a day, 7 days a week by calling Blues On CallSM at 1-888-BLUE(2583)-428 for the answers and support you need. You can request a free "Shared Decision Making" video to help you learn more about participating in decision-making with your health care provider.
- **On the Web.** Log onto your Member Web site and click on the "YOUR HEALTH" tab. Select the link "Improve Your Health" to enroll in **HealthMedia**[®] online programs or choose "Preventive Care" to explore other available program options on health and healthy lifestyles.

A great way to take an active role in your health is by taking a wellness profile. The online **HealthMedia**[®] **Succeed**[™] wellness profile only takes about 20 minutes to complete. You'll enter some personal health data (like your weight, waist measurement, cholesterol, blood pressure and more) and answer questions about your everyday habits. Then you'll get a personal report that gives you an overall view of your health and provides recommendations to help you achieve your health goals. Log onto your Member Web site and click on "Wellness Profile" under the "Quick Resources" tab.

Lifestyle Returns[®]

If your company participates in Lifestyle Returns, you can receive credit for getting your preventive care exams. To access the "Lifestyle Returns" program, log onto your Member Web site. Under "Quick Resources," click on "Lifestyle Returns" and enter your preventive exams under **Step 3: Take Charge of Your Health.**

LOG ON AND LEARN MORE

To learn more about Preventive Care, search the HEALTH TOPICS tab on your Member Web site. Log on at www.highmark.com. You can search the site for topics of interest to you and your family and stay up-to-date on the latest in health and wellness, including preventive care.



The material contained in this Guide has been selected to provide general background and useful information regarding preventive care. It is not intended to be complete or tailored to your specific needs, or to diagnose or treat medical conditions, and does not replace medical advice or medical treatment. You should discuss the information, facts and tips with your doctor, who is always your best resource for determining if you are at an increased risk for a condition. If you engage in physical activity, it may have injuries and health risks associated with it. You should confirm with your doctor that physical activity is appropriate for you. If you experience any pain or discomfort, call your doctor. Highmark Inc. does not endorse any product or service, and does not provide medical or legal advice or medical treatment. If you have questions about your health care coverage, you should call the toll-free Member Service number on your health insurance identification card.

Copyright © Highmark Inc. 2010. All Rights Reserved. Highmark is a registered mark of Highmark Inc.

Blue Cross, Blue Shield and the Cross and Shield symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans. Prevention 101 is a service mark of Highmark Inc.

Lifestyle Returns is a registered trademark of Highmark Inc.

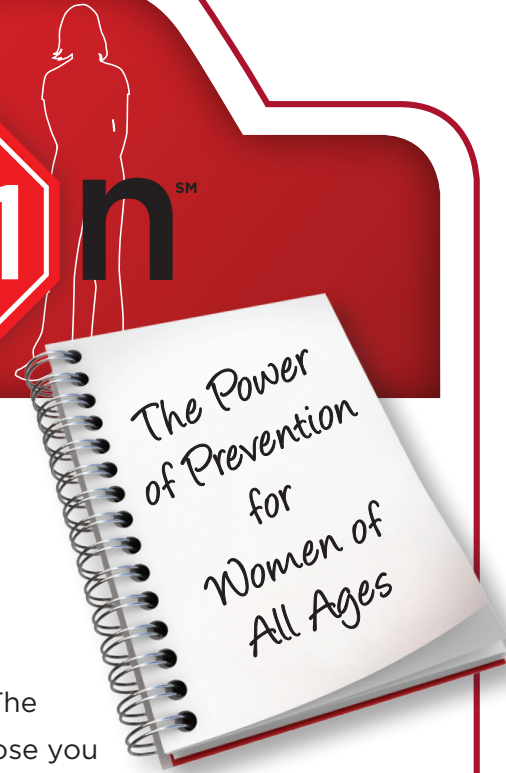
Blues on Call is a service mark of the Blue Cross and Blue Shield Association.

Smokeless is a registered trademark of the American Institute for Preventive Medicine.

HealthMedia is a registered trademark of HealthMedia, Inc. Breathe is a trademark of HealthMedia, Inc. HealthMedia, Inc. is an independent company that does not provide Highmark Blue Shield products or services. HealthMedia, Inc. is solely responsible for the products and services mentioned in this guide.

Prevention 101SM

Knowing What You Need and When to Get It



CALLING ALL WOMEN: Are you ready to take the important steps to a longer, healthier life?

Prevention 101 provides you with an easy to follow lifelong road map to stay on track to reach your destination of good health. The single most important way you can take care of yourself and those you love is to actively take part in your own health care by getting regular check-ups, preventive screening tests and immunizations. This guide will help you take charge of your health and be a decision-making partner with your health care provider.

Managing family, home and career can take a toll on a woman's well-being. Women often put others' needs ahead of their own, leaving little time to focus on their personal health. **YOU ARE WORTH taking 15 minutes and making that important call today to schedule your preventive physical examination and follow the path to good health.** You owe it to yourself and to your family and friends who care about you.

You need to be especially aware of your body and its changes to know your personal "normal." When you visit your health care provider, share your history, speak up, voice your concerns and always ask questions. If you are confused about recommended screenings, discuss them openly with your health care provider.

You have the power to practice prevention and live your life in a healthy, positive way...no matter what your age or state of health. Make the commitment to take care of yourself and share this valuable information with other women in your life of all ages.



STOP



CALL



SCHEDULE

Checklist



What You Need

Prevention is the solution to better health, and the first step in prevention is protecting your health by getting your recommended exams and screenings. Follow the **At-A-Glance** guide below for an overview of your recommendations at every age.

AT-A-GLANCE RECOMMENDED EXAMS AND SCREENINGS FOR WOMEN

SCREENINGS AND EXAMS	AGES 19-39	AGES 40-49	AGES 50-64	AGES 65 & OLDER
GENERAL HEALTH				
Physical Exam	Every 1-2 years	Every 1-2 years	Annually	Annually
HEART HEALTH				
Weight/Height/BMI	Every 1-2 years	Every 1-2 year	Annually	Annually
Blood Pressure	Every 1-2 years; unless elevated	Every 1-2 years; unless elevated	Annually; unless elevated	Annually; unless elevated
Lipid Screening	Every five years beginning at age 20. More frequent testing for those at risk for cardiovascular disease.			
REPRODUCTIVE HEALTH				
Pelvic Exam	Annually	Annually	Annually	Annually
Pap Test	Every 1 to 3 years based on gynecological history beginning at age 21.			Based on risk factors
Chlamydia	Sexually active non-pregnant young women aged 24 and younger and for older non-pregnant women who are at risk.			
HIV/Sexually Transmitted Diseases Screening (gonorrhea, syphilis, herpes)	Based on risk factors			
Clinical Breast Exam by Health Care Provider	Annually	Annually	Annually	Annually
Mammography	Based on risk factors	Every 1-2 years for women age 40 and older		
BRCA Assessment/BRCA Mutation (Testing for breast and ovarian cancer susceptibility)	One time genetic assessment for breast and ovarian cancer susceptibility as recommended by your health care provider. Annual breast MRI if BRCA positive or immediate family of BRCA carrier but untested.			
IMMUNIZATIONS				
HPV Vaccine (Human papillomavirus)	Ages 9-26 One time 3-dose series	Not applicable		
Flu Shot	Annually	Annually	Annually	Annually
Other	Speak with your health care provider about other immunizations that may be recommended for you.			
MENTAL HEALTH				
Depression Screening	Annually	Annually	Annually	Annually
DIABETES SCREENING				
Blood Glucose (Sugar)	Based on risk factors	High-risk patients should be considered by their physician beginning at age 45 at 3-year intervals.		
COLORECTAL HEALTH				
Colorectal Cancer Screening	Based on risk factors	Based on risk factors	Every 1-10 yr based on screening	Based on risk factors
BONE HEALTH				
Bone Mineral Density	Based on risk factors	Based on risk factors	Based on risk factors	Every 2 years
VISION CARE				
Eye Exam	Once between the ages of 20-29, twice between the ages of 30-39	Baseline at age 40, then every 2-4 years	Every 2-4 years	Every 1-2 years
ORAL HEALTH				
Dental Exam	Professional cleaning and dental exam is recommended every 6 months			



BMI



BMI (Body Mass Index) is calculated from a person’s weight and height and provides a reasonable indicator of body fatness and weight categories that may lead to health problems. Use the chart below to determine your BMI. For an **online BMI Calculator**, members can log onto our Member Web site and click on “Wellness Calculator” under the “Your Health” tab.

BMI CHART

BMI	19	20	21	22	23	24	25	26	27	28	29	30	35	40
	Normal						Overweight						Obese	
Height	Body Weight (pounds)													
4'11"	94	99	104	109	114	119	124	128	131	138	143	148	173	198
5'0"	97	102	107	112	118	123	128	133	138	143	148	153	179	204
5'1"	100	106	111	116	122	127	132	137	143	148	153	158	185	211
5'2"	104	109	115	120	126	131	136	142	147	153	158	164	191	218
5'3"	107	113	118	124	130	135	141	146	152	158	163	169	197	225
5'4"	110	116	122	128	134	140	145	151	157	163	169	174	204	232
5'5"	114	120	126	132	138	144	150	156	162	168	174	180	210	240
5'6"	118	124	130	136	142	148	155	161	167	173	179	186	216	247
5'7"	121	127	134	140	146	153	159	166	172	178	185	191	223	255
5'8"	125	131	138	144	151	158	164	171	177	184	190	197	230	262
5'9"	128	135	142	149	155	162	169	176	182	189	196	203	236	270
5'10"	132	139	146	153	160	167	174	181	188	195	202	207	243	278
5'11"	136	143	150	157	165	172	179	186	193	200	208	215	250	286
6'0"	140	147	154	162	169	177	184	191	199	206	213	221	258	294
6'1"	144	151	159	166	174	182	189	197	204	212	219	227	265	302
6'2"	148	155	163	171	179	186	194	202	210	218	225	233	272	311
6'3"	152	160	168	176	184	192	200	208	216	224	232	240	279	319
6'4"	156	164	172	180	189	197	205	213	221	230	238	246	287	328

ADDITIONAL OBESITY SCREENINGS

Because obesity puts individuals at risk for a number of chronic conditions, the following screenings may be recommended for adults with a BMI over 30:

- Lipid profile
- Hemoglobin A1C
- Liver function tests
- Fasting glucose

Note

Be sure to remind your health care provider that you are being seen for your routine Preventive Health Care exam and/or screening(s) to ensure that your visit/screening is correctly coded and properly billed. The exams, screenings and immunizations listed on our Preventive Health Schedule may not be eligible for coverage or payment under your health insurance policy. If you have questions about your coverage for preventive care services, call the customer service telephone number on the back of your Member ID card.



Reproductive Health Information, Exams and Screenings



PELVIC EXAM

ALL WOMEN should get an **ANNUAL PELVIC EXAM** to check for any changes or infections. **A PAP SMEAR TEST** should be conducted every one to three years based on history. A Pap test is a screening to detect changes in the cells of the cervix (cancerous and precancerous) and is collected during a pelvic exam. If you've never had a Pap test, ask your health care provider to explain the procedure. This collected specimen is sent to a lab for testing.

How to Prep for Your Pap

- Try to schedule your Pap test on a day that you won't be having your period. The best time to get a Pap test is five days after your period has ended. If your period starts on the day of your appointment, you will need to reschedule.
- Don't have sexual intercourse for two days before your Pap test.
- Don't douche or use tampons, birth control foams or vaginal creams for two to three days before your test.
- Write down any problems you are having, or any questions you have for the health care provider, and take it to your appointment. If you have had previous abnormal Pap smear results, be sure to inform your health care provider.

HUMAN PAPILLOMAVIRUS (HPV) SCREENING may be done as part of a routine Pap test for women over age 30 and at risk. HPV

typically has no symptoms and may cause cervical cancer and other serious health problems if left untreated. This test is rarely recommended for women under age 30. Although the rate of HPV is higher among sexually active adolescents, the immune system clears the HPV infection within one to two years among most young women.

CHLAMYDIA SCREENING is recommended for sexually active non-pregnant young woman age 24 and younger, or older non-pregnant women who are at risk. Chlamydia, which can lead to infertility and other health risks, is an infection that spreads through sexual contact and is the fastest-spreading sexually transmitted disease. Discuss the screening options for Chlamydia with your health care provider.

ADDITIONAL SCREENINGS

Your health care provider may recommend additional screenings for Human Immunodeficiency Virus (HIV) and additional sexually transmitted diseases (STD), based on your sexual history, signs and symptoms. If you've been exposed to HIV or a STD, contact your health care provider, health clinic or a HIV/STD testing site near you. Most health care providers do not automatically test for HIV, Chlamydia or STDs during a physical exam, pelvic exam or while performing a Pap test. Discuss the screening options for HIV and STD with your health care provider.

WHAT IS THE HPV VACCINE?

The HPV vaccine protects females from the most common types of HPV that cause cervical cancer and genital warts. The vaccine is currently recommended for girls and women age 9 through 26 who have not been vaccinated.



Reproductive Health Information, Exams and Screenings



MAMMOGRAM

A mammogram is a simple X-ray test of the breasts used to screen for breast problems, such as a lump, and whether a lump is fluid-filled (a cyst) or a solid mass. A mammogram is important because you may not be able to feel a lump smaller than a pea or almond. Discuss with your health care provider when you should schedule your baseline (initial) mammogram and/or how often you need to have your follow-up mammograms.

OUR PREVENTIVE SCHEDULE recommends a mammogram every one to two years starting at age 40 or as recommended by your health care provider.

- **A SCREENING MAMMOGRAM** looks for breast cancer in women whose breasts appear to be healthy. Each breast is X-rayed at two different angles using conventional or digital technology. This is the mammogram needed by most women.
- **A DIAGNOSTIC MAMMOGRAM** is used to get a better look at any changes found during a screening mammogram. A diagnostic mammogram includes X-rays from various angles using conventional or digital technology, and gives your health care professional a more detailed image of your breasts.

How to Prep for Your Mammogram

- Use the same mammogram facility every year for easy comparison of your mammograms. If you must go to a different location, take your previous films with you.
- Don't wear deodorant or antiperspirant to your mammogram appointment. This can cloud the X-ray films and make your mammogram less accurate.
- Always inform your health care provider or X-ray technologist if there is any possibility that you are pregnant.
- Notify the technician if you have breast implants.
- Call for your results if you haven't received them within 10 days.

CLINICAL BREAST EXAM

Clinical Breast Exam is performed by a trained health care provider and involves a physical exam that checks your breasts to detect problems or changes.



WHAT TO REMEMBER

It is important to be aware of your body and its changes. Early detection is the best way to fight breast cancer.



What to Do During Transitional Times in Your Life



THINKING ABOUT HAVING A FAMILY

Safe motherhood can begin before conception with proper nutrition and a healthy lifestyle. Important steps implemented before conception or early in the pregnancy can help to prepare your body for this special time of your life. Ideally, preconception planning begins up to a year before conception. Folic acid, rubella vaccine, smoking and medication management are just a few of the topics that will be addressed by your health care provider during this time.

To help ensure a healthy pregnancy, schedule a preconception appointment with your health care provider as soon as you begin thinking about pregnancy. Be prepared to discuss:

- Current form of birth control
- Prescriptions, over-the-counter medications and dietary supplements you are taking
- Status of your immunizations
- Your general health, any problems or chronic conditions
- Current lifestyle
- Risk of sexually transmitted diseases

If you're having problems getting pregnant, speak with your health care provider about infertility tests. The tests help determine whether the problem is with the man, the woman or both. Tests may include a physical examination, semen analysis, blood tests and special procedures.

Join Baby BluePrints®

A maternity education support program that provides members with information on all aspects of pregnancy through printed and online offerings, plus access to individualized support from a Nurse Health Coach.

Expectant mothers can call toll-free at 1-866-918-5267.

MOVING INTO MENOPAUSE

Menopause is a natural part of life. It is the permanent end of menstruation and fertility, defined as occurring 12 months after your last menstrual period. For most women, menopause happens around age 50, but every woman's body has its own timeline. Some women stop having periods in their mid-40s, while others continue well into their 50s.

Most women don't need treatment for menopause unless their symptoms (i.e. hot flashes, vaginal dryness, irritability, etc.) bother them to the extent that they interfere with their quality of life. Your health care provider can help you make a smooth transition into menopause and beyond by:

- Discussing the physical and emotional changes (i.e. hot flashes, trouble sleeping, mood swings)
- Helping you explore all your options to deal with the minor and complex issues
- Assisting you with the development of an individual strategy, depending on your symptoms and preferences

HORMONE REPLACEMENT THERAPY (HRT)

Over the years, HRT was thought to offer health and youth-preserving benefits to postmenopausal women. However, research has led to a dramatic shift from this way of thinking. Talk to your health care provider about whether HRT benefits outweigh its risks, considering your own needs, age and health history.



What to Track

Create a **Personal Health Record** for yourself and each member of your family to see all your health care information at a glance in one convenient location. A Personal Health Record table is provided below for your convenience.

PERSONAL HEALTH RECORD FOR WOMEN			
SCREENING	DATE	RESULTS	NOTES
GENERAL HEALTH			
Physical Exam			
HEART HEALTH			
Weight			
BMI			
Waist Circumference			
Blood Pressure			
Total Cholesterol			
HDL-Cholesterol			
LDL-Cholesterol			
REPRODUCTIVE HEALTH			
Pelvic Exam			
Mammogram			
Pap Test			
HIV/Sexual Transmitted Diseases Screening			
COLORECTAL HEALTH			
Colorectal Cancer Screening			
DIABETES SCREENING			
Blood Glucose (Sugar)			
BONE HEALTH			
Bone Mineral Density			
ORAL HEALTH			
Dental Exam			
VISION CARE			
Eye Exam			

LOG ON TO TRACK

Keep track of your health using the online “Personal Health Record.” Log onto your Member Web site and click on the “Your Health” tab and then “Personal Health Record.” Choose the sections you wish to update and follow the prompts. Remember to update your online record each time you or a family member have a screening or exam.





What Other Steps to Take



In addition to knowing what you need and when to get it, taking other steps to make healthy lifestyle choices can impact your health and well-being now and in the future. Research has clearly demonstrated the potential that healthy lifestyle factors can have on reducing the risk of major chronic diseases like cardiovascular disease, cancer and diabetes. Making a few simple lifestyle changes can turn into big health rewards. What changes are you ready to make?

● **Be tobacco free.** Your health care company offers resources to help you quit when you're ready. From the online **HealthMedia® Breathe™** program to the telephonic **Smokeless®** programs, our smoking cessation resources can help guide you through the process of quitting with the support, coping strategies and practical stress management skills that you need. Log onto your Member Web site to enroll in Breathe under the "Your Health" tab, or call Smokeless at 1-800-345-2476 to enroll. For tips on how to quit, go to: <http://www.ahrq.gov/path/tobacco.htm> or visit <http://www.smokefree.gov>. To talk to someone about how to be tobacco free, call the National Quitline: 1-800-QUITNOW.



● **Be physically active.** If you are not already physically active, start small and work up to 30 minutes or more of moderate exercise most days of the week. Walking briskly, dancing, swimming and biking are just a few examples of moderate physical activity. Find a partner to exercise with to make it enjoyable and help you stay motivated.

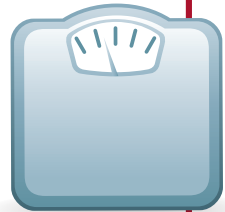
● **Eat a healthy diet.** Focus on a balanced diet that includes plenty of fruits, vegetables and whole grains—fill three-quarters of your plate with plant-based foods. Choose calcium-rich low-fat dairy products and lean meats, poultry, fish, beans and other protein sources. Go easy on foods high in fat, cholesterol, salt and sugar.



● **Get adequate calcium throughout your life to support bone health.** Calcium is most readily obtained through low-fat dairy products, such

as milk, yogurt, cheese and cottage cheese (the lower the fat, the higher the calcium content). The National Academy of Sciences recommends that adults should strive to obtain an adequate intake of dietary calcium—at least 1,000 to 1,300 milligrams (mg) per day—including supplements, if necessary. Choose calcium supplements that contain vitamin D.

● **Stay at a healthy weight.** Step on the scale to know where you are and measure your waist circumference (health risks increase if your waist circumference is greater than 35 inches). Try to balance the calories you consume from food and drink with the calories you burn off through activity. Cut back by 250 to 500 calories per day to promote gradual weight loss if you need to lose weight. Speak with your health care provider if you notice a significant change in your weight—up or down.



● **If you drink alcohol, drink only in moderation.** Women should consume no more than one alcoholic drink per day. A standard drink is one: 12-ounce bottle of beer or wine cooler, 5-ounce glass of wine or 1.5 ounces of 80-proof distilled spirits. If you take medications, speak with your health care provider to find out if it's safe for you to drink alcohol.

● **Manage your stress.** Try to seek balance in your life and practice daily stress management. Learn when to say "no" and avoid the "superwoman" trap. Strive to "take 20" and set aside 20 minutes every day to do something to relax and manage your stress.



Where to Go for More Help



It's not easy putting a plan for preventive care and healthy lifestyles into action. Whether on the Web, on the phone or at the worksite, there are many convenient and accessible wellness resources to help you reach your goals and "have a greater hand in your health."

- **On the Phone.** Speak confidentially with a specially-trained Health Coach 24 hours a day, 7 days a week by calling Blues On CallSM at 1-888-BLUE(2583)-428 for the answers and support you need. You can request free "Shared Decision Making" videos to help you learn more about conditions such as breast cancer and women's health issues.
- **On the Web.** Log onto your Member Web site and click on the "YOUR HEALTH" tab. Select the link "Improve Your Health" to enroll in HealthMedia[®] online programs or choose "Preventive Care" to explore other available program options on women's health and healthy lifestyles.
- **Additional Resources.** Contact your company's wellness coordinator to learn about wellness programs offered at your workplace. Call the Wellness Resource Center at 1-800-650-8442 for information on wellness programs that may be available. Or call the Member Services' phone number on the back of your health insurance ID card for additional resources or to find the wellness program that is right for you.

Lifestyle Returns[®]

If your company participates in Lifestyle Returns, you can receive credit for getting your preventive care exams. To access the "Lifestyle Returns" program, log onto your Member Web site. Under "Quick Resources," click on "Lifestyle Returns" and enter your preventive exams under **Step 3: Take Charge of Your Health.**

LOG ON AND LEARN MORE

To learn more about Women's Health, search the HEALTH TOPICS tab on your Highmark Member Web site. Log on at www.highmark.com, and select your service region. You can search the site for topics of interest to you and your family and stay up-to-date on the latest in health and wellness.



The material contained in this Guide has been selected to provide general background and useful information regarding preventive care. It is not intended to be complete or tailored to your specific needs, or to diagnose or treat medical conditions, and does not replace medical advice or medical treatment. You should discuss the information, facts and tips with your doctor, who is always your best resource for determining if you are at an increased risk for a condition. If you engage in physical activity, it may have injuries and health risks associated with it. You should confirm with your doctor that physical activity is appropriate for you. If you experience any pain or discomfort, call your doctor. Highmark Inc. does not endorse any product or service, and does not provide medical or legal advice or medical treatment. If you have questions about your health care coverage, you should call the toll-free Member Service number on your health insurance identification card.

Copyright © Highmark Inc. 2010. All Rights Reserved. Highmark is a registered mark of Highmark Inc.

Blue Cross, Blue Shield and the Cross and Shield symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.

Prevention 101 is a service mark of Highmark Inc.

Lifestyle Returns is a registered trademark of Highmark Inc.

Baby BluePrints is a registered mark of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.

Blues on Call is a service mark of the Blue Cross and Blue Shield Association.

Smokeless is a registered trademark of the American Institute for Preventive Medicine.

HealthMedia is a registered trademark of HealthMedia, Inc. Breathe is a trademark of HealthMedia, Inc. HealthMedia, Inc. is an independent company that does not provide Highmark Blue Shield products or services. HealthMedia, Inc. is solely responsible for the products and services mentioned in this guide.

Prevention 101SM

Knowing What You Need and When to Get It



HEY GUYS: Would you let your car go 5 years without an oil change?

To maintain your “extended warranty,” you need to schedule your “annual inspection” appointment with your health care provider.

In your 20s, you might think you’re indestructible and view going to the doctor as a waste of time and money. In your 30s, you’re often too busy with your career and family. By the time you’re in your 40s, you don’t go, because you’re too afraid of what you’ll find out or you don’t want to have a rectal exam! (Who does?)

Getting regular “tune-ups” with the recommended preventive screenings and immunizations, is among the most important things you can do to keep your body running smoothly. Most life-threatening illnesses, including cancer, heart disease and diabetes, can be treated and managed if they’re caught early.



The Power of Prevention:
It's a Guy Thing

WHAT WOULD YOU DO?

One recent study found that two-thirds of men wouldn’t even go to the doctor if they were experiencing chest pain or shortness of breath—two early warning signs of a heart attack. **WHAT WOULD YOU DO** if you experience chest pain or shortness of breath?

If you can’t remember the last time you had a complete “tune-up,” then pick up the phone and make an appointment today. Even if you’re feeling great, call anyway. The time to see your health care provider isn’t when something is hurting or doesn’t feel right—It’s now, when you can still do something about it. Remember you’re not just doing it for yourself. You’re doing it for your family and loved ones.



STOP



CALL



SCHEDULE

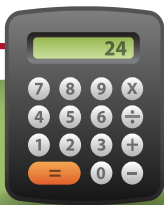


What You Need

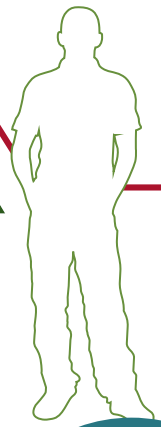
Prevention is the solution to better health, and the first step in prevention is protecting your health by getting your recommended exams and screenings. Follow the **At-A-Glance** guide below for an overview of your recommendations at every age.

AT-A-GLANCE RECOMMENDED EXAMS AND SCREENINGS FOR MEN

SCREENINGS AND EXAMS	AGES 19-39	AGES 40-49	AGES 50-64	AGES 65 & OLDER
GENERAL HEALTH				
Physical Exam	Every 1-2 years	Every 1-2 years	Annually	Annually
HEART HEALTH				
Weight/Height/BMI	Every 1-2 years	Every 1-2 year	Annually	Annually
Blood Pressure	Every 1-2 years; unless elevated	Every 1-2 years; unless elevated	Annually; unless elevated	Annually; unless elevated
Lipid Screening	Every five years beginning at age 20. More frequent testing for those at risk for cardiovascular disease.			
Abdominal Aortic Aneurysm Screening	Not applicable		One time screening for males who have ever smoked	
REPRODUCTIVE HEALTH				
HIV/Sexually Transmitted Diseases Screening (gonorrhea, syphilis, herpes)	Based on risk factors			
Prostate Exam	Not applicable	Discuss risks/benefits of prostate cancer screening with your health care provider.		
IMMUNIZATIONS				
Flu Shot	Annually	Annually	Annually	Annually
Other	Speak with your health care provider about other immunizations that may be recommended for you.			
MENTAL HEALTH				
Depression Screening	Annually	Annually	Annually	Annually
DIABETES				
Blood Glucose (Sugar)	Based on risk factors	High-risk patients should be considered by their physician beginning at age 45 at 3-year intervals.		
COLORECTAL HEALTH				
Colorectal Cancer Screening	Based on risk factors	Based on risk factors	Every 1-10 yr. based on screening	Based on risk factors
BONE HEALTH				
Bone Mineral Density	Not applicable			Starting at age 70 every 2 years based on risks factors.
VISION CARE				
Eye Exam	Once between the ages of 20-29, twice between the ages of 30-39	Baseline at age 40, then every 2-4 years	Every 2-4 years	Every 1-2 years
ORAL HEALTH				
Dental Exam	Professional cleaning and dental exam is recommended every 6 months			



BMI



BMI (Body Mass Index) is calculated from a person’s weight and height and provides a reasonable indicator of body fatness and weight categories that may lead to health problems. Use the chart below to determine your BMI. For an **online BMI Calculator**, members can log onto our Member Web site and click on “Wellness Calculator” under the “Your Health” tab.

BMI CHART

BMI	19	20	21	22	23	24	25	26	27	28	29	30	35	40
	Normal						Overweight						Obese	
Height	Body Weight (pounds)													
4'11"	94	99	104	109	114	119	124	128	131	138	143	148	173	198
5'0"	97	102	107	112	118	123	128	133	138	143	148	153	179	204
5'1"	100	106	111	116	122	127	132	137	143	148	153	158	185	211
5'2"	104	109	115	120	126	131	136	142	147	153	158	164	191	218
5'3"	107	113	118	124	130	135	141	146	152	158	163	169	197	225
5'4"	110	116	122	128	134	140	145	151	157	163	169	174	204	232
5'5"	114	120	126	132	138	144	150	156	162	168	174	180	210	240
5'6"	118	124	130	136	142	148	155	161	167	173	179	186	216	247
5'7"	121	127	134	140	146	153	159	166	172	178	185	191	223	255
5'8"	125	131	138	144	151	158	164	171	177	184	190	197	230	262
5'9"	128	135	142	149	155	162	169	176	182	189	196	203	236	270
5'10"	132	139	146	153	160	167	174	181	188	195	202	207	243	278
5'11"	136	143	150	157	165	172	179	186	193	200	208	215	250	286
6'0"	140	147	154	162	169	177	184	191	199	206	213	221	258	294
6'1"	144	151	159	166	174	182	189	197	204	212	219	227	265	302
6'2"	148	155	163	171	179	186	194	202	210	218	225	233	272	311
6'3"	152	160	168	176	184	192	200	208	216	224	232	240	279	319
6'4"	156	164	172	180	189	197	205	213	221	230	238	246	287	328

FACT
3 in 4 American men are overweight.

ADDITIONAL OBESITY SCREENINGS

Because obesity puts individuals at risk for a number of chronic conditions, the following screenings may be recommended for adults with a BMI over 30:

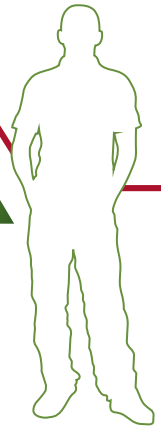
- Lipid profile
- Hemoglobin A1C
- Liver function tests
- Fasting glucose

Note

Be sure to remind your health care provider that you are being seen for your routine Preventive Health Care exam and/or screening(s) to ensure that your visit/screening is correctly coded and properly billed. The exams, screenings and immunizations listed on our Preventive Health Schedule may not be eligible for coverage or payment under your health insurance policy. If you have questions about your coverage for preventive care services, call the customer service telephone number on the back of your Member ID card.



Screenings for Twenty-Somethings to Baby-Boomers



SCREENINGS AS YOU GET OLDER

ABDOMINAL AORTIC ANEURYSM SCREENING: If you are a male age 65 or older who smokes or has a past history of smoking, you will need to discuss the risk of abdominal aortic aneurysm, a common vascular condition affecting men age 65 and older.

Even if you smoked as few as 100 cigarettes in your lifetime and stopped smoking decades ago, you still have this risk factor. A simple one-time ultrasonography screening test can prevent fatality from catastrophic rupture.

your health care provider if you are experiencing problems of this nature to discuss treatment options. Treatment can help both older and younger men.

PROSTATE CANCER SCREENING may include a digital rectal exam or PSA (Prostate Specific Antigen) test based on a discussion of risks/benefits of prostate cancer screening with your health care provider. Most men first become aware of their prostate when it causes some discomfort and affects urination so it is important to tell your health care provider about these symptoms promptly. Prostate cancer is highly treatable when diagnosed early.

ADDITIONAL SCREENINGS your health care provider may recommend additional screening for Human Immunodeficiency Virus (HIV) and sexually transmitted diseases (STD), based on your sexual history, signs and symptoms. If you think you've been exposed to HIV or a STD, contact your health care provider, health clinic or a HIV/STD testing site near you. Most health care providers do not automatically test for HIV or STDs during a physical exam. Discuss the screening options for HIV and STDs with your health care provider.

BONE MINERAL DENSITY SCREENING

is recommended for men every two years starting at 70 years of age. The screening measures bone density at the hip, spine or wrist and is used to assess the risk of developing a fracture.

REPRODUCTIVE HEALTH INFORMATION, EXAMS AND SCREENINGS

ERECTILE DYSFUNCTION (IMPOTENCE) can occur at any age, but they are more common in older men, who often have other health problems. A man may have erection problems if he cannot get or keep an erection that is firm enough for him to have sex. Speak with

FACT
1 in 5 American men has heart disease.



GET YOUR FLU SHOT!

Don't forget to get your flu shot every year. Encourage everyone in your household to get one too. It is the first and most important step to preventing you and your family from getting the flu and in staying healthy.



What to Track

Create a **Personal Health Record** for yourself and each member of your family to see all your health care information at a glance in one convenient location. A Personal Health Record table is provided below for your convenience.

PERSONAL HEALTH RECORD FOR MEN			
SCREENING	DATE	RESULTS	NOTES
GENERAL HEALTH			
Physical Exam			
HEART HEALTH			
Weight			
BMI			
Waist Circumference			
Blood Pressure			
Total Cholesterol			
HDL-Cholesterol			
LDL-Cholesterol			
REPRODUCTIVE HEALTH			
Prostate Exam			
HIV/Sexual Transmitted Diseases Screening			
COLORECTAL HEALTH			
Colorectal Cancer Screening			
DIABETES SCREENING			
Blood Glucose (Sugar)			
BONE HEALTH			
Bone Mineral Density			
ORAL HEALTH			
Dental Exam			
VISION CARE			
Eye Exam			

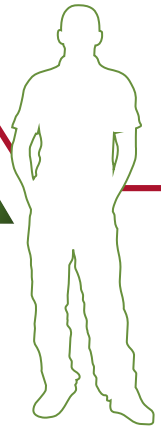
LOG ON TO TRACK

Keep track of your health using the online “Personal Health Record.” Log onto your Member Web site and click on the “Your Health” tab and then “Personal Health Record.” Choose the sections you wish to update and follow the prompts. Remember to update your online record each time you or a family member have a screening or exam.





What Other Steps to Take



In addition to knowing what you need and when to get it, taking other steps to make healthy lifestyle choices can impact your health and well-being now and in the future. Research has clearly demonstrated the potential that healthy lifestyle factors can have on reducing the risk of major chronic diseases like cardiovascular disease, cancer and diabetes. Making a few simple lifestyle changes can turn into big health rewards. What changes are you ready to make?

FACT

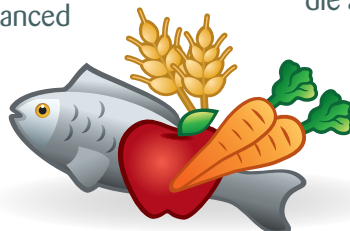
9 in 10 lung cancer deaths are caused by cigarette smoking.



☉ **Be tobacco free.** Your health care company offers resources to help you quit when you're ready. From the online **HealthMedia**[®] **Breathe**[™] program to the telephonic **Smokeless**[®] programs, our smoking cessation resources can help guide you through the process of quitting with the support, coping strategies and practical stress management skills that you need. Log onto your Member Web site to enroll in Breathe under the "Your Health" tab, or call Smokeless at 1-800-345-2476 to enroll. For tips on how to quit, go to: <http://www.ahrq.gov/path/tobacco.htm> or visit <http://www.smokefree.gov>. To talk to someone about how to be tobacco free, call the National Quitline: 1-800-QUITNOW.

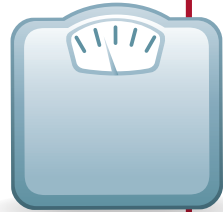
☉ **Be physically active.** If you are not already physically active, start small and work up to 30 minutes or more of moderate exercise most days of the week. Walking briskly, jogging, swimming and biking are just a few examples of moderate physical activity. If you have an active job, you still may not be getting enough exercise to condition your cardiovascular system and to reduce your risk of heart disease. Find a friend to exercise with to keep you stay motivated, join a gym or hire a personal trainer if you need someone to push you. (If you move more, you can eat more!)

☉ **Eat a healthy diet.** Focus on a balanced diet that includes plenty of fruits, vegetables and whole grains. Fill three-quarters of your plate



with plant-based foods—not meat! Choose low-fat dairy products and lean meats, poultry, fish, beans and other protein sources. Cut back on second helpings and watch your portion sizes. Go easy on foods high in fat, cholesterol, salt and sugar.

☉ **Stay at a healthy weight.** Step on the scale to know where you are and measure your waist circumference (health risks increase if your waist circumference is greater than 40 inches). Try to balance the calories you consume from food and drink with the calories you burn off through activity. Cut back by 250 to 500 calories per day to promote gradual weight loss if you need to lose weight. Speak with your health care provider if you notice a significant change in your weight—up or down.

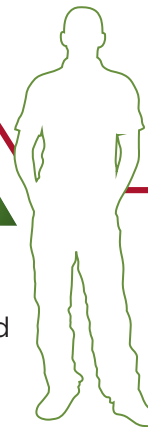


☉ **If you drink alcohol, drink only in moderation.** Men should consume no more than two alcoholic drinks per day. A standard drink is one: 12-ounce bottle of beer or wine cooler, one 5-ounce glass of wine, or 1.5 ounces of 80-proof distilled spirits. If you take medications, speak with your health care provider to find out if it's safe for you to drink alcohol.

☉ **Manage your stress.** Try to seek balance in your life and practice daily stress management. Learn when to say "no" and avoid the "burning the candle at both ends" trap. Strive to "take 20" and set aside 20 minutes every day to do something to relax and manage your stress.



Where to Go for More Help



It's not easy putting a plan for preventive care and healthy lifestyles into action. Whether on the Web, on the phone or at the worksite, there are many convenient and accessible wellness resources to help you reach your goals and “have a greater hand in your health.”

-  **On the Phone.** Speak confidentially with a specially-trained Health Coach 24 hours a day, 7 days a week by calling Blues On CallSM at 1-888-BLUE(2583)-428 for the answers and support you need. You can request free “Shared Decision Making” videos to help you learn more about conditions such as prostate cancer and men’s health recommendations including PSA testing.
-  **On the Web.** Log onto your Member Web site and click on the “YOUR HEALTH” tab. Select the link “Improve Your Health” to enroll in HealthMedia[®] online programs or choose “Preventive Care” to explore other available program options on men’s health and healthy lifestyles.
-  **Additional Resources.** Contact your company’s wellness coordinator to learn about wellness programs offered at your workplace. Call the Wellness Resource Center at 1-800-650-8442 for information on wellness programs that may be available. Or call the Member Services’ phone number on the back of your health insurance ID card for additional resources or to find the wellness program that is right for you.

Lifestyle Returns[®]

If your company participates in Lifestyle Returns, you can receive credit for getting your preventive care exams. To access the “Lifestyle Returns” program, log onto your Member Web site. Under “Quick Resources,” click on “Lifestyle Returns” and enter your preventive exams under **Step 3: Take Charge of Your Health.**

LOG ON AND LEARN MORE

To learn more about Men’s Health, search the HEALTH TOPICS tab on your Highmark Member Web site. Log on at www.highmark.com, and select your service region. You can search the site for topics of interest to you and your family and stay up-to-date on the latest in health and wellness.



The material contained in this Guide has been selected to provide general background and useful information regarding preventive care. It is not intended to be complete or tailored to your specific needs, or to diagnose or treat medical conditions, and does not replace medical advice or medical treatment. You should discuss the information, facts and tips with your doctor, who is always your best resource for determining if you are at an increased risk for a condition. If you engage in physical activity, it may have injuries and health risks associated with it. You should confirm with your doctor that physical activity is appropriate for you. If you experience any pain or discomfort, call your doctor. Highmark Inc. does not endorse any product or service, and does not provide medical or legal advice or medical treatment. If you have questions about your health care coverage, you should call the toll-free Member Service number on your health insurance identification card.

Copyright © Highmark Inc. 2010. All Rights Reserved. Highmark is a registered mark of Highmark Inc.

Blue Cross, Blue Shield and the Cross and Shield symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.

Prevention 101 is a service mark of Highmark Inc.

Lifestyle Returns is a registered trademark of Highmark Inc.

Blues on Call is a service mark of the Blue Cross and Blue Shield Association.

Smokeless is a registered trademark of the American Institute for Preventive Medicine.

HealthMedia is a registered trademark of HealthMedia, Inc. Breathe is a trademark of HealthMedia, Inc. HealthMedia, Inc. is an independent company that does not provide Highmark Blue Shield products or services. HealthMedia, Inc. is solely responsible for the products and services mentioned in this guide.

