

GoodHealth



**Blue Care
Network
of Michigan**

A MAGAZINE FOR BLUE CARE NETWORK MEMBERS | FALL/WINTER 2011

Healthy *Blue Living*SM



IN THIS ISSUE

Don't buy weight-loss hype

Conquer cold season

Annual dollar limits phased out



Blue Care Network
of Michigan

A nonprofit corporation and independent licensee
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Good Health Editorial Board

Terri Brady
Emily DuVall
Robert Klimek, M.D.
Cynthia McDonald
Adonna McFall
Martha Richard
Michelle Smith

Editors

Lisa Smigiel
Kristina Williams-Lee

We welcome your letters!

Please address your comments and requests for additional copies to one of the editors above at:

Good Health — Mail Code C226
Blue Care Network
P.O. Box 5043
Southfield, MI 48086-5043
or go to MiBCN.com/feedback

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Blue Care Network Key Programs and Phone Numbers

Health Education Line

Wellness and prevention information
1-800-637-2972

Disease Management Programs

Programs are available for conditions such as asthma, congestive heart failure and chronic obstructive pulmonary disease.
1-800-392-4247

Tobacco Cessation Program

1-800-811-1764
1-800-240-3050 (TTY users)

Behavioral Health Services

1-800-482-5982
1-800-223-5822 (TTY users)

Customer Service

8 a.m. to 5:30 p.m. Monday through Friday
After regular business hours, members should call and leave a message about an existing referral or authorization of care. The call will be returned within two business days.

Written inquiries

Blue Care Network
P.O. Box 68767
Grand Rapids, MI 49516-8767

Phone inquiries

1-800-662-6667
1-800-257-9980 (TTY users)

Or call the number on the back of your ID card.

BCN protects member interests

BCN does not advertise, market or promote specific products or services to members or physicians when discussing a member's health condition or in program materials. BCN does not have any financial ownership arrangements with other entities engaged in advertising, marketing or providing goods and services.

You can request quality program information

Our quality improvement programs help doctors give appropriate care. *Good Health* and MiBCN.com give you information about these programs and our clinical practice guidelines. For disease and health information, you should call BlueHealthConnection® at 1-800-637-2972.

Take our
online health
assessment at
MiBCN.com.



Blue Care Network's website is MiBCN.com. While website addresses for other organizations are provided throughout this publication for members to use for additional information, BCN does not control these sites and is not responsible for their content.

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Your opinion counts

Naturally, you expect the best from your health plan. And at Blue Care Network, we're dedicated to giving you our very best each day. We're proud to share with you how we're doing, and we hope you're eager to chime in, too!

Occasionally, we send out satisfaction surveys and materials that have feedback cards for you to complete and return to us. You'll see them in this magazine and the *Member Handbook*. We also may mail you a survey. Filling out and returning these surveys and cards help us fine-tune how we serve you.

You can also call Customer Service and tell us what you think or visit us online at MiBCN.com/feedback.



Weight-loss aids — don't buy the hype

Tempted by the promise of quick and easy weight loss, consumers spend about \$1 billion each year on unproven weight-loss supplements that may be unsafe.

A recent national survey shows that most people believe all weight-loss products are approved for safety by the U.S. Food and Drug Administration. Nearly half of those surveyed also think the government requires manufacturers of weight-loss supplements to prove effectiveness.

Product makers police themselves

In fact, dietary supplements don't require FDA evaluation and approval for safety or effectiveness. It's up to the companies to ensure products are safe and truthfully labeled.

But such companies often promote unrealistic expectations with claims to block absorption of fat or calories, or to help you lose weight no matter how much you eat.

Herbal weight-loss supplements can be dangerous too. Side effects may include diarrhea, constipation and sleeplessness. Many also can cause more serious complications, like high blood pressure and heart attacks, as well as liver and kidney damage.

If you're currently using or considering such products, talk to your doctor about them. Also, avoid these supplements if you're taking any over-the-counter or prescription medicine, especially aspirin or products that contain aspirin, blood thinners or blood pressure medicine.

No magic bullet for weight loss

The healthy way to lose weight and keep it off, experts say, is to lower the amount of calories you eat and increase the amount you burn by adding physical activity.

A safe plan that isn't bogus? Eat 300 to 500 fewer calories a day and exercise at least 30 minutes most days of the week.

> **Let Blue keep you on track**
The Healthy Blue Living e-newsletter features articles on living healthy and gives you access to online tools and links to help you meet your health goals. To subscribe, go to MiBCN.com/subscribe or scan the icon below with your smartphone.



Get the free mobile app at
<http://gettag.mobi>



Find out your health score today

Back when you were in school, you got a grade to let you know you how you were doing in each class. What if you could take a similar snapshot — of your health?

You can, and here's how: The online health assessment at **MiBCN.com**. This powerful tool can tell you exactly how you're doing in the most important class of all: your own wellness.

Take stock of your health

When you take the assessment, you'll provide basic information about your age, height, and weight. Then you'll answer a few other simple questions about your status and habits, such as:

- Do you smoke?
 - What is your blood pressure?
 - How often do you exercise?
 - What are your cholesterol levels?
 - Does anyone in your immediate family have a chronic disease and have any of them died from it?
- When you're done, you'll receive a lifestyle score that sums up your health behaviors. This will help you understand whether you're at risk of developing heart disease, diabetes or other major diseases.

Plan to reduce risks

If you're not happy with your health score, take heart. Taking steps like increasing your physical activity or improving your diet can dramatically reduce your risk for heart disease and other conditions.

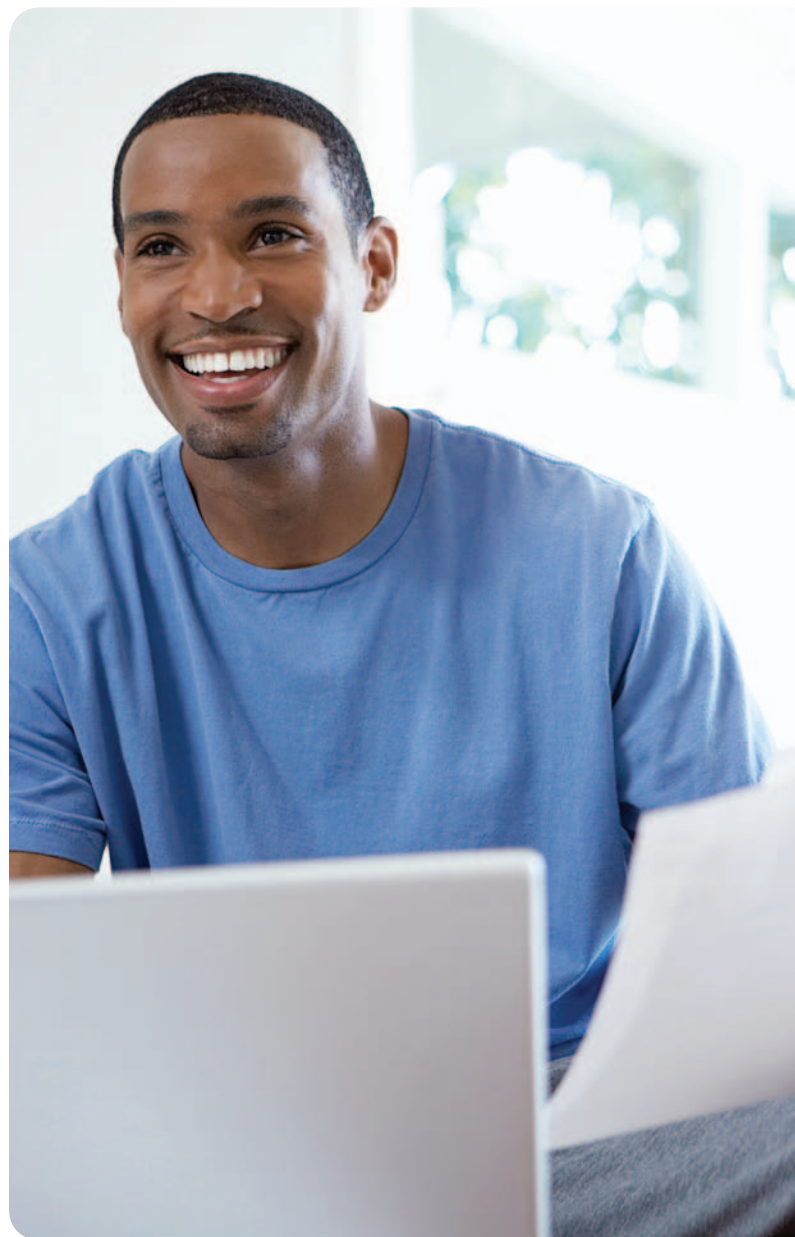
Luckily, the online health assessment also provides a roadmap for how to improve. That's why, along with your results, you'll received tailored plans to help you set health goals and achieve them. Through **MiBCN.com**, you have access to:

- Tools to keep tabs on your progress
- Resources to improve your chances of success, including exercise videos and recipes
- Electronic newsletters filled with important health reminders
- Health coaches and other experts who can help you along the way

You can also take the results of your health assessment to your doctor. He or she can review them with you and identify ways to reduce your risks, control your health and improve your quality of life.

After all, knowledge is power. Get the details on your health risks today, so you can start taking steps to reduce them.

- > Are you ready to have a healthy day?**
Log in to *Member Secured Services* to get started. Select *Health and Wellness* and the click on *BlueHealthConnection*®. Then you can take the health assessment.





> Member Testimonial

Walking for health with Walkingspree

At age 55, Steve McDonald got a second chance at life. Today, he's making the most of it by walking his way to health — at work and at home.

Jan. 8, 2010, started out as an ordinary workday for Steve. He's a social worker for Thresholds, a nonprofit organization that provides services to adults with developmental disabilities and their families. But Steve never made it to work. When his heart sent out alarm signals, he headed to the hospital. Emergency surgery unblocked his two clogged arteries. Follow-up care focused on what he needed to do to manage his health: lose weight and exercise.

"Surviving the heart attack made me look at what I was doing to my body," says Steve. "I needed to change the way I ate and start exercising more."

Making healthier choices

His cardiologist suggested that the 5-foot-11-inch man lose more than 35 pounds. Steve took him seriously. He cut back on portion sizes and eliminated some items completely from his diet, like hot dogs, bologna and bacon. And he began walking about three miles every evening. At first the weight melted off, but then he hit a plateau.

When his company selected Healthy *Blue* Living — which requires members whose body mass index is more than 30 to participate in a weight management program — Steve elected Walkingspree.

"I'd already conditioned myself to walk a minimum of one hour and 15 minutes every evening, rain or shine. As part of the walk, I climb a 40-degree hill in my neighborhood at least four times. But I had no idea what I was burning in terms of calories."

Walkingspree took the guesswork out of his calorie burning program. The online walking program uses pedometer readings to track activity. Through personalized



Today, Steve McDonald enjoys a healthier, active lifestyle.

pages, it also showed him how many steps it takes to burn off a food item or meal and displayed net calories burned for weight management goals.

Sticking with the program

Steve was first in his company to sign up for the program. He inspired several others to join early and to form a walking club with him. The five-person team participated in a 5,000-step walk that Steve coordinated at the June 16 company picnic. They continued the program by walking the perimeter of the office complex where they work. They also connect with other walking clubs online and earn bragging rights for stepping lively.

"Walkingspree keeps me focused on the health measures that I'm accountable for," says Steve. Since joining the program, he's added some aerobic steps (one step every second for 10 minutes) to his walking routine and lost an additional 7 pounds, bringing him within reach of the 220-pound target weight his cardiologist recommended.

"Through this program, I've learned what works for me in terms of exercise, and I dropped two pants sizes. Most important of all," he added, "I have a lighter step in my walk, and I can keep up with my grandkids."



Stay enhanced in 2011

Inspired by Steve McDonald's story? You, too, can get on the path to health like he did by taking advantage of our enhanced or intermediate benefits.

Every year, you and your covered spouse must do the following within the first 90 days of the start of your plan year:

- Complete the online health assessment
- See your BCN primary care physician to complete the *Qualification Form*
- Repeat a cotinine test (for nicotine) if you are a tobacco user. You'll need to enroll in our cessation program within the first 120 days of your plan year and actively participate until you stop using.

Members and covered spouses with a body mass index of 30 or more must

join and actively participate in one of the following programs within the first 120 days:

- Weight Watchers®
- BCN's Walkingspree pedometer-based walking program

There is no enrollment fee for either program. Members must continue with the selected program until their BMI is below 30. Those who choose not to meet the weight management requirement will move (along with everyone else on their contract) to the standard benefit level.

Tobacco users

New members need to have a cotinine test. This confirms whether or not there is nicotine in your system and it is done through a blood or urine test.

Tobacco users/those who test positive for cotinine must enroll in our smoking cessation program within the first 120 days of their plan year and actively participate until they quit.

Returning members who tested negative for cotinine last year do not need to repeat the test. Returning members who tested positive previously need to repeat the cotinine test. Tobacco users/those who test positive for cotinine must enroll in our smoking cessation program within the first 120 days of their plan year and actively participate until they quit.

Members who are tobacco users/test positive for cotinine and choose not to enroll and participate in the tobacco cessation program will move (along with everyone else on their contract) to standard benefits.

Healthy Blue Living turns 5!

October 1 will officially mark Healthy Blue Living's fifth year as a leading wellness-based HMO plan. The first wellness-based HMO plan in Michigan, it evolved over the years to meet member needs and continues to provide leading health care coverage at an affordable price.

Some of Healthy Blue Living's advancements include the introduction of Healthy Blue Living Rewards in 2010, Michigan's first outcome-based HMO plan, and new smoking and weight management requirements that reward members for living healthier lifestyles.

Since 2006, Healthy Blue Living has grown to more than 115,000 members. Congratulations to Healthy Blue Living members who have seen real results in their journey toward better health. Since 2006:



- More than 52 percent who agreed to stop smoking did.
- More than 55 percent with high cholesterol are now at an acceptable level.
- More than 71 percent with high blood pressure are now a healthy range.

You can read members' amazing stories as well as share with us your experience at MiBCN.com/testimonials.



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The Blues have gone mobile

When you're on the go, you need health insurance that moves with you. You never know when life's little surprises can drop by and slow you down.

That's why Blue Cross Blue Shield of Michigan and Blue Care Network have gone mobile. Now, more than ever before, you'll have total body health information wherever you go. The benefits of Blue MobileSM:

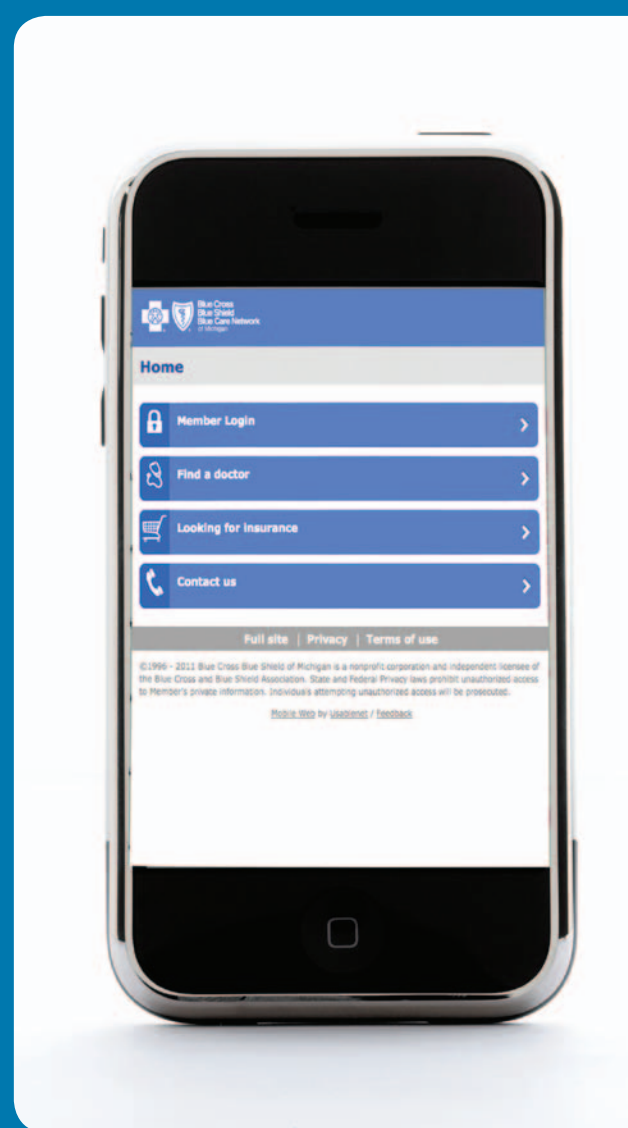
- **Convenience:** Access information about your health care coverage from anywhere.
- **Empowerment:** Log in to Member Secured Services, view your claims and look up Healthy Blue XtrasSM member discounts from your phone.
- **Simplicity:** Find the information you need, when you need it. Keeping track of your health is easier than ever.
- **Availability:** Access important information on your time. You never know when your Blue Cross coverage will come in handy.

Take control of your health care

To access your personal account information, remember to sign up for our Member Secured Services online first.

Signing up is easy. Visit MiBCN.com from your desktop or laptop computer and register before attempting to access your personal information via the mobile web.

After registering, you'll be able to manage your account from your mobile device. This includes viewing benefits and claims, as well as Explanation of Benefit Payment statements.



> For more information about Blue Mobile, visit bcbsm.com/mobile.