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Dear Georgia State University – Blue Cross and Blue Shield of Georgia participant,



I am writing to you today regarding the programs and services available to you through **360° Health from Blue Cross and Blue Shield of Georgia (BCBSGa)**. We hope you'll take advantage of these programs, services and resources.

BCBSGa's **360° Health** program is designed to *help you better manage your health*. It is about your health and well-being, and represents the ways in which Georgia State University and the Board of Regents are choosing to support you in *your* personal focus on health. Over the coming months, we will be communicating with you about the tools and resources available to help you manage your health. Some of the exciting resources Georgia State University and the Board of Regents and BCBSGa are making available to you include:

- **ConditionCare programs*** - For eligible members, spouses and dependents, who may have one of the following conditions: asthma (pediatric & adult), chronic obstructive pulmonary disease (COPD), heart failure (HF), coronary artery disease (CAD) or diabetes (pediatric & adult). **To register simply call: HMO/HDHP: 1-800-638-4754, PPO/Indemnity 1-800-785-0006.** **For the ConditionCare programs, a nurse coach may proactively initiate telephone calls throughout the year to determine if you or a covered family member might benefit from the program. Your own personal nurse coach can begin to assist you with managing the condition during that phone call.*
- **24/7 NurseLine*** - A nurse coach is available to speak with you about your general health issues any time of the day or night. **Simply call HMO/HDHP: 1-888-724-2583, PPO/Indemnity: 1-800-785-0006.** **You can locate the 24/7 NurseLine on your BCBSGa insurance card. (Don't forget to program this number in your cell phone.)*
- **Future Moms** - Call now to register in this award winning maternity management program for great information, materials, and support to help you take care of your baby before you deliver. Register today: **HMO/HDHP: 1-866-664-5404.**
- **MyHealth Assessment** - A health risk appraisal that can be completed online: www.bcbsga.com. **Just a reminder, kick off the New Year by learning more about your own health risks. Log on today and take the MyHealth Assessment and jump start the year with your own personal health resolutions. See enclosed attachment for more information on how to log on and use the tools/ resources available.*
- **Healthy Living** - A trusted health information resource powered by WebMD and brought to you for no charge as a BCBSGa member.
- **Healthcare Advisor** - A tool that will allow you to compare health care providers, treatment options and pharmaceutical products.
- **SpecialOffers** - A discount program for you that will give you access to a wide variety of services and products like Barnes and Noble, fitness club memberships, Weight Watchers® & Jenny Craig® the list goes on and on. To access these discounts simply go to www.bcbsga.com.

We hope that these tools and resources will help you and your families make positive lifestyle changes and help you become more aware of your overall health and well-being. We encourage you to log on today to take advantage of the great program tools and information available to you. To access the online tools simply register one time at www.bcbsga.com to create your own user name and password (to register please have your BCBSGa insurance card – the only time you will need it).

Look for more information coming your way throughout the coming year. Thank you for all that you do to help support our culture of health.

Regards,

A handwritten signature in cursive script that reads "Beth Jones".

Beth Jones
Associate Vice President
Finance and Administration