The Value of BlueEdge℠

BlueEdge Works

BlueEdge is helping customers contain health care spend and enabling members to make better health care decisions. By offering choices and personalized tools, BlueEdge encourages engagement, which leads to positive behavior change.

- BlueEdge members used nearly **9 percent more preventive care** than members in more traditional PPO plans.¹
- Members who switched from a more traditional plan to BlueEdge reduced their **emergency room visits by 15 percent**.¹

Looking for new ways to help contain your company’s health care spend?

BlueEdge delivers savings now and helps employers and members plan for the future.

BlueEdge offers **reliable consumer-directed solutions** that include Health Care Account (HCA) products and Health Savings Account (HSA) compatible plans. BlueEdge offers a product that is right for you.

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Blue Cross and Blue Shield of Illinois, Blue Cross and Blue Shield of New Mexico, Blue Cross and Blue Shield of Oklahoma, and Blue Cross and Blue Shield of Texas,

Divisions of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association

bcbsil.com | bcbsnm.com | bcbsok.com | bcbstx.com
BlueEdge members make better health care choices

Results demonstrate the change*
BlueEdge members make smart choices when it comes to using health care services.

More advantages with Blue
With BlueEdge products, members enjoy access to the same broad PPO network that traditional PPO plan members have. BlueEdge provides a total value option with these popular features:

- **Blue Care Connection℠** – innovative wellness resources
- **Blue Points℠** – motivational tool to encourage healthy activities
- **BlueExtras℠** – money-saving program for health care products and services

Are you ready to change the way you think about health care benefits?

*Call today! Contact your BCBS representative for more information on how BlueEdge products can work for your company.

*Inpatient, outpatient and professional spend decreased when employees migrated to BlueEdge.

1 HCSC CDHP Study, July 2010