

## What kinds of services does Blues On Call offer?

### **Blues On Call provides information and support for your specific health concerns**

Blues On Call is your direct line to information about medical procedures, treatment options and medications, so you can make more knowledgeable health care decisions. Health coaches can assist you as you decide what to do about a specific concern, frame questions before a doctor visit, or answer questions you may have following the visit. They can direct you to hundreds of educational resources, including videotapes and DVDs on a variety of health-related topics. To help you stay healthy, you can take advantage of online and telephone-based wellness coaching programs on nutrition, weight management, physical activity, smoking cessation and stress management.

### **Blues On Call supports you when you're making tough decisions about treatment**

Blues On Call gives you the support you need to make more informed medical and surgical decisions. A health coach can help you prepare for visits with your doctor, so you don't forget to ask the questions that are important to you. Together, you and your physician can then determine the treatment that is right for you and your particular situation.

Talking regularly with a Blues On Call health coach during treatment can also help you stay on track during your recovery. The health coach will answer questions that may come up regarding your treatment plan and give you the support you need to follow through with your doctor's recommendations.

### **Blues On Call helps you manage your risk for developing more serious health conditions**

Blues On Call performs outreach services to members who are at risk for developing chronic conditions and who might benefit from wellness coaching programs.

### **Wellness coaching encourages and supports positive behavioral change**

Blues On Call wellness coaching programs offer you one-on-one support from a wellness coach to help you change your health behavior. Wellness coaches partner with you to:

- Recognize the impact your lifestyle choices have on your health
- Realize the benefits of changing your lifestyle to improve your health and quality of life
- Identify any barriers to change you might have
- Learn to use tools to help you make changes
- Build skills, motivation and self-confidence to make changes last

Wellness coaches tailor programs to you, so you can be successful in changing health behaviors and reducing the risk of lifestyle-related diseases, while helping you overcome resistance to change. During scheduled phone calls, the wellness coach guides you through a personal assessment, helps you set goals, provides ongoing support and motivation, reviews your progress, and provides strategies to overcome barriers to success.

### **Choose from five wellness coaching programs:**

- **Simply Well** – A nutrition program that promotes a balanced approach to healthy eating to help you improve your overall health and well-being. A wellness coach teaches you the basics of healthy eating, including how to make the right food choices, and encourages you to improve eating habits over time.
- **Aim for Change** – A weight management program that supports long-term weight management through a balanced approach to nutrition and physical activity. Coaches guide you through the process of understanding the components of a healthy lifestyle, improving eating habits and food choices, and incorporating physical activity to achieve and sustain weight loss.

- **Get Moving** – A physical activity program that educates you about the benefits of exercise to your health, fitness and well-being. Coaches motivate you to develop, engage in and sustain a comprehensive physical activity program.
- **Restoring Balance** – A stress management program that teaches you about stress and how it impacts your overall health and well-being. Coaches introduce skills, strategies and relaxation techniques to increase resilience to stress and make behavioral changes to improve your ability to cope with everyday stresses.
- **Tobacco Cessation** – A tobacco cessation program conducted by a trained professional who helps tobacco users quit at their own pace. Coaches provide individual support, behavior modification, support coping with withdrawal, stress management and weight management.

### **Blues On Call can help you manage certain chronic conditions more effectively**

Blues On Call provides the support you may need to appropriately manage chronic conditions such as:

- Asthma
- Chronic Obstructive Pulmonary Disease (COPD)
- Diabetes
- Congestive Heart Failure (CHF)
- Coronary Artery Disease (CAD)

You'll receive the latest information on your condition and help setting and achieving health goals. Health coaches will help you understand the importance of following your treatment plan, regularly talking with your physician and staying motivated.

You may receive information about reducing specific risks associated with your disease and a variety of tools to help you manage your condition and enhance your quality of life.

Blues On Call also offers personal coaching and Web and phone-based programs to members with the following health conditions:

- Depression and anxiety
- Hypertension
- Normal and high risk pregnancy
- Obesity (including bariatric surgery)
- Back pain
- Upper and lower gastrointestinal disorders
- Osteoarthritis
- Migraines and headaches

### **Blues On Call offers more extensive support to members with complex health problems**

If your health requires an in-depth level of care coordination, community services, education and advocacy, Blues On Call has a dedicated staff to provide proactive, comprehensive assessment, issue identification, goal setting and targeted interventions to guide you to the most appropriate, quality health care services that meet your specific needs. You'll also get referrals to appropriate resources, such as case managers, home health services, community resources or your Employee Assistance Program. Blues On Call offers this service for:

- Specialized disease management (e.g., hematology and oncology)
- Rare diseases (e.g., hemophilia, sickle cell and Gaucher)
- End-of-life care and help with advance directives

