

## Pre and Post Website Carousel Banners

Promote various tools available and links them to each.

<p><b>Sample Rolling Banners – Website Development- KWS</b></p> <p><b>Blue Health Assessment –PRE Launch</b></p> <p>Coming Soon... <b>MyBlue Wellness Incentive!</b></p> <p>Receive a routine physical exam at no charge to you, by completing your Blue Health Assessment in 2010.</p> <p>More details will be available January 1, 2010.</p> 	<p><b>Nurse Advice Line – PRE Launch:</b></p> <p>Coming Soon... <b>Another Way to Connect with a Nurse!</b></p> <p>Starting January 1, 2010, you can use Live Chat to connect with a nurse right away. Whether it's online, e-mail or telephone, nurses will be available 24/7, your preferred way!</p> 
<p><b>Blue Health Assessment – POST Launch:</b></p> <p>Take Advantage Of... <b>MyBlue Wellness Incentive!</b></p> <p>Now's the time to complete your Blue Health Assessment and see your Preferred provider for your routine physical exam at no charge to you!</p> <p><a href="#">» GET STARTED</a></p> 	<p><b>Nurse Advice Line – POST Launch:</b></p> <p>Now Available... <b>Chat with a Nurse Online!</b></p> <p>Now you can use Live Chat to connect with a nurse right away. Whether it's online, e-mail or telephone, connect with a nurse 24/7, your preferred way!</p> <p><a href="#">» LEARN MORE</a></p> 
<p><b>Personal Health Record – PRE Launch:</b></p> <p>Introducing... <b>MyBlue Personal Health Record</b> <i>coming January 1, 2010</i></p> <p><b>Easy. Secure. Informative.</b> Retrieve and store your automatically updated health-related records. More details will be available January 1, 2010.</p> 	<p><b>FLASH Video – Guest page:</b></p> <p><b>NOT REGISTERED YET?</b></p> <p><i>Find out what you are missing!</i></p> <ul style="list-style-type: none"> <li>• Safe and Secure Centralized Records</li> <li>• 24/7 Nurse Access</li> <li>• Personalized Health Action Plans</li> </ul> <p><a href="#">» Watch a short video and learn more!</a></p> 
<p><b>Personal Health Record – POST Launch:</b></p> <p>See Yours Now... <b>MyBlue Personal Health Record</b></p> <p><b>Easy. Secure. Informative.</b> Retrieve and store your</p> 	<p><b>Member Benefit Statement –</b></p> <p>Maximize the Value of Blue with... <b>MyBlue Benefit Statement</b></p> <p>View a quarterly summary of your covered benefits, your total out of pocket health costs, and finalized medical and pharmacy claims.</p> 

## Guest User Landing Page

BHC Home | Login | Register | Contact Us | FEP Blue Home

Maximize the Value of Blue with...  
**MyBlue New!**  
**Benefit Statement**

View a quarterly summary of your covered benefits, your total out of pocket health costs, and finalized medical and pharmacy claims.

[» REGISTER NOW!](#)





User Name:

Password:

[Forgot User Name or Password?](#)

**Important message for all Service Benefit Plan members:** The new Blue Health Connection website will make it easy for you to make informed decisions regarding your personal healthcare. **To take advantage of the new personalized programs, you must register now, even if you were previously registered.** You will have immediate access to our entire suite of secure and integrated Web tools - private and customized just for you! (Please note that our Privacy Policy has been updated to reflect these additions.)

Registration is quick and easy! [» Click here to start now.](#)

**Healthy Kids Healthy Teens Healthy Families**  
A Blue Cross & Blue Shield Service Benefit Plan Program

The Healthy Families suite of programs is for families with children and teens, aged 2-18. The Healthy Kids program provides printable games, activities and tools to help you teach your children about weight management and healthy lifestyle habits.

The Healthy Teens program contains a special body mass indicator calculator, and useful information to help you respond to typical teen behavior challenges.

[» Register now to access Healthy Families resources.](#)

Your BMI is an assessment of your body weight in relation to your height. It provides a measurement of your body composition and has been shown to be an effective predictor of body fat.



Weight:  lbs.

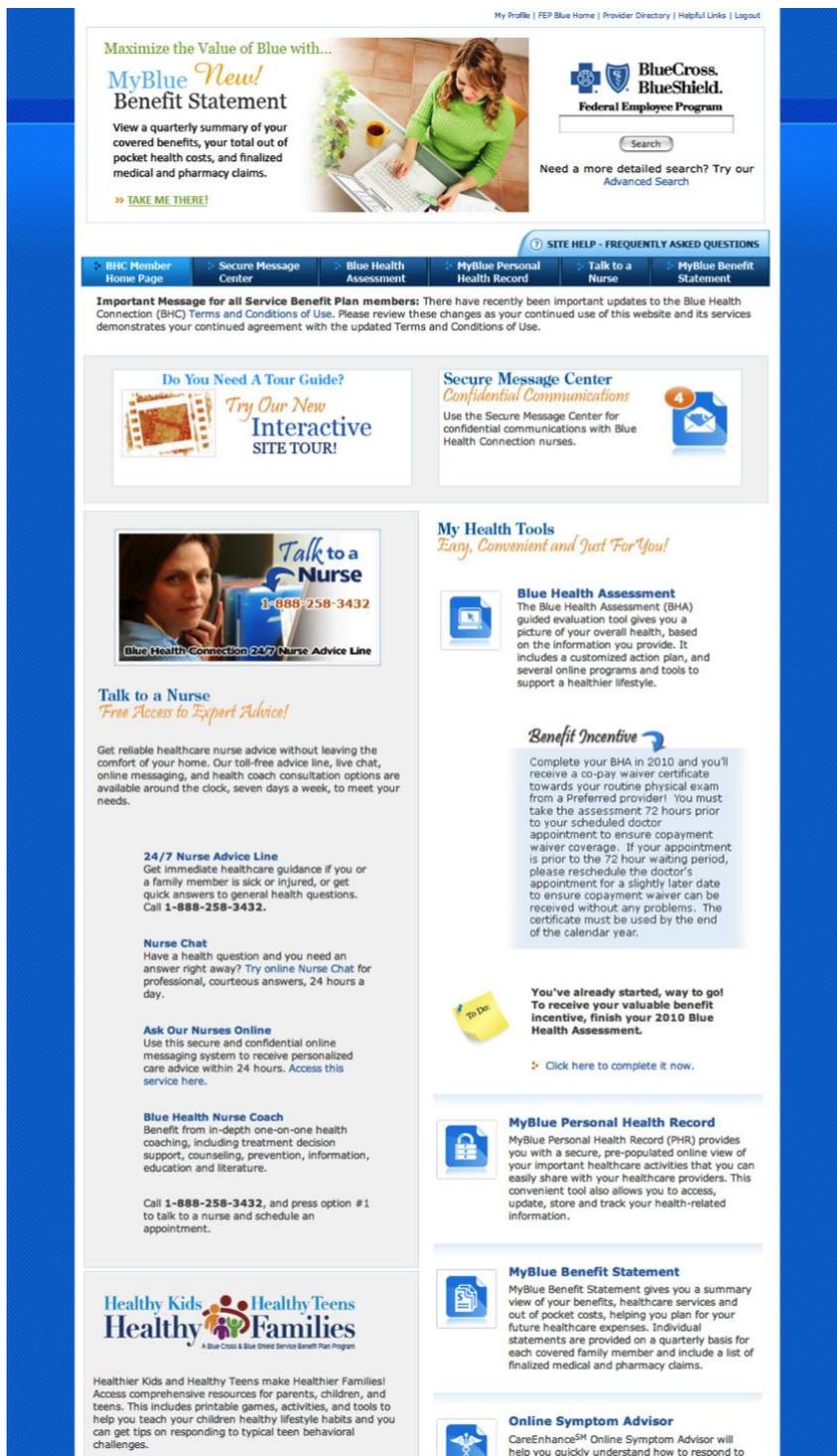
Height:  ft  in

My BMI:

Would you like to calculate your **child's** BMI?  
[» Register now to visit Healthy Families.](#)

## Registered User Landing Page

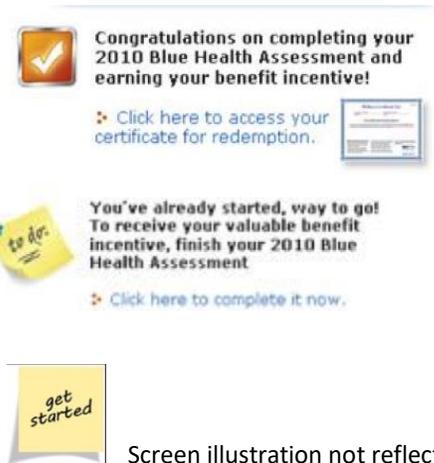
Led the team of creative team members who crafted the copy and design of new consumer portal. I was responsible for reviewing with product manager and client, gaining final approvals.



## Incentive language associated with Assessment completion.

### Variable Smart Messages

Purpose is call attention to Health Assessment tool and incentive, encouraging member to participate in Q1 of the year.



Screen illustration not reflected.

## Adult Incentive: Blue Health Assessment

### Program Overview:

When a member completes a Blue Health Assessment they will receive MyBlue Wellness Incentive certificate. This certificate entitles the member to a copayment waiver for one routine office visit, such as an annual physical exam.

### Sample Certificate

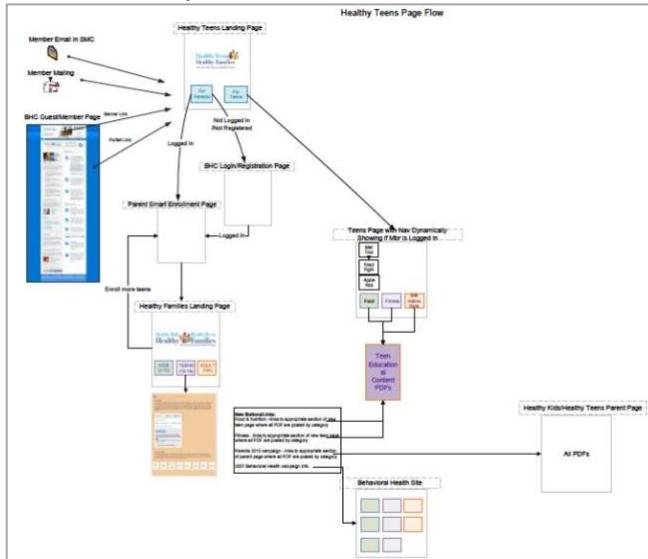


Conducted user acceptance testing (UAT) and guided client on process. Worked directly with development team on required adjustments.

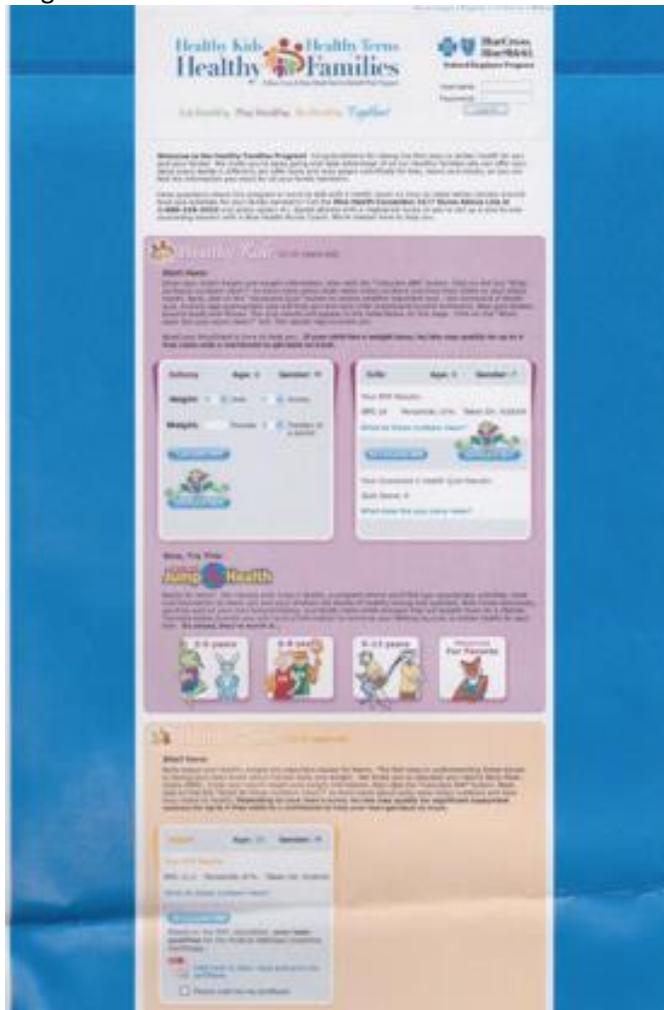
Defect ID	Severity	Business Priority	Summary	McKesson Notes
1090	4-Low	4-Low	PHR - "View Audit" in awkward position on PHR Permissions Page	Link should be disabled and now it is.
1093	4-Low	4-Low	MS: Rolling Banner on the Guest Page only displays for 10 seconds it should display for 30 seconds	This is not a change, it has always been 10 seconds and it is currently 10 seconds in production. We do not recommend moving this to 30 seconds as members will not see all the banners in a typical session.
1079	3-Medium	3-Medium	MS: Member Statement Generation Message Does Not Match Approved Mockup	build would fix the subject line of the message, but not the portion that is "Dear <<first name>>..." that is still being worked
1084	3-Medium	3-Medium	PHR - link from PHR Benefits section does not take the member to the Benefits At-A-Glance section in most recent Member Statement.	Josh will have to elaborate as to why this is not feasible.

## Health Families Page

### Wireframe Scope



Original art not available thus scanned instead.



## FAQ section of consumer portal

Take Advantage Of...  
**MyBlue Wellness Incentive!**

Now's the time to complete your Blue Health Assessment and see your Preferred provider for your routine physical exam at no charge to you!

» GET STARTED

BlueCross BlueShield  
Federal Employee Program

Need a more detailed search? Try our [Advanced Search](#)

My Profile | FEP Blue Home | Provider Directory | Helpful Links | Logout

» BHC Member Home Page | Secure Message Center | Blue Health Assessment | MyBlue Personal Health Record | Talk to a Nurse | MyBlue Benefit Statement

### Site Help - Frequently Asked Questions

To better understand the program offerings and receive guidance around website navigation, please click on your area of interest to view frequently asked questions.

- MyBlue Wellness Incentive Certificate
- Children's Healthy Families - MyBlue Wellness Incentive Certificate
- Your Personal Identification Number (PIN)
- Blue Health Assessment
- Site Features and Navigation
- Communication Preferences

#### MyBlue Wellness Incentive Certificate

**Question: How do I access and immediately print the MyBlue Wellness Incentive Certificate upon completion of the Blue Health Assessment Questionnaire? How do I request it to be mailed to me instead of printing it on my own?**

As a member, you will want access to the MyBlue Wellness Incentive Certificate as it entitles you to a copayment waiver for one routine office visit, such as an annual physical exam, with a Preferred provider. Please follow these easy steps to access and print your online certificate from your computer or have it mailed to you:

1. On the homepage, on the right hand column under the header "My Health Tools" there is a subsection called Blue Health Assessment. At the very bottom of that section, you will see two options for receiving a hard copy of the MyBlue Wellness Incentive Certificate:  
**Option 1 - Mail It:** In the very bottom right corner of the Blue Health Assessment section, click the box requesting the certificate be mailed to you. [Click here to see a graphic illustration.](#) (It takes 5 -10 business days to receive your certificate, assuming we have your correct mailing address).  
Once you request that the certificate be mailed to you, you will see a note in this section of the page, telling you when you last requested the certificate be mailed to you. Please be aware this certificate will be mailed by member request a maximum of three times. After three requests, you will no longer see the option to request the certificate be mailed to you.  
**Option 2 - Print it:** To print the certificate immediately from your computer, in the bottom right corner, click on "Click here to access your certificate for redemption." [Click here to see a graphic illustration.](#)  
**NOTE:** To print the certificate from your computer, you will need to turn-off the pop-up blocker setting on your browser. This setting may be different for different browser software, but should be an option under "Tools" on your computer's menu bar.
2. If you opt to print the certificate from home, once you click on the certificate link, a pop-up window will display. [Click here to see a graphic illustration.](#) Please click the print icon highlighted in red in the upper left corner of your screen. Do NOT try to print from the print option in your web browser (the drop down command often listed under Files in your computer's menu bar) as this may not be successful.
3. If your printer is plugged in and working properly your certificate should print, but if you are still having printing issues, please call us for additional help at 1-888-258-3432 and reference ticket number 000.

This certificate will be available to print immediately. You must take the assessment 72 hours prior to your scheduled doctor appointment to ensure copayment waiver coverage. If your appointment is prior to the 72 hour waiting period, you need to reschedule your doctor's appointment for a slightly later date to ensure that the copayment waiver can be used without any problems. The certificate must be used by the end of the calendar year.

You must bring the certificate with you for signature by the provider. The provider may keep the certificate for their records.

### How do I access the Blue Health Assessment?

Log on to [www.fepblue.org](http://www.fepblue.org), scroll down the home page and select Blue Health Assessment link. Alternatively there is a Health + Wellness link that lists all the wellness program where the member could click on the Blue Health Assessment link located on the left navigation bar. Members will be directed to the overarching Blue Health Connection program website. Here they either need to register as first time users or log on if previously registered in 2010. (Note: all members, regardless if they registered prior to 1/1/2016, must re-register after 1/1/2016.)

Once registered, the member needs to select the Blue Health Assessment link as noted in the screen shot below. This link will take you to the Blue Health Assessment tool.

Home | Secure Message Center | **Blue Health Assessment** | Personal Health Record | Talk to a Nurse

Healthy Kids Healthy Teens  
**Healthy Families**  
A Blue Cross BlueShield Member Benefit  
» Access comprehensive resources for parents, children and teens.

Secure Message Center  
*Confidential Communications*  
Use the Secure Message Center for confidential communications with Blue Health Connection nurses.

My Health Tools  
*Easy, Convenient and Just for You!*

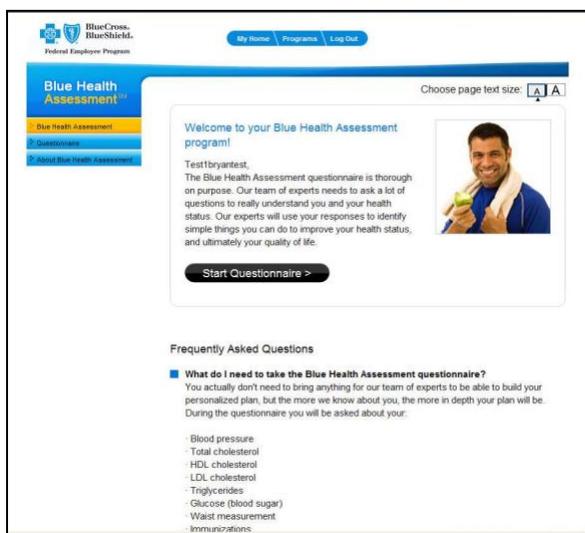
**Blue Health Assessment**  
The Blue Health Assessment (BHA) guided education tool gives you a picture of your overall health, based on the information that you provide. It includes a customized action plan, and several online programs and tools to support a healthier lifestyle.  
**Benefit Incentive**  
Complete your BHA in 2010 and you'll receive a 10-play waiver certificate towards your routine physical exam from a Preferred provider! The certificate can be redeemed anytime after 72 hours of completing the assessment and must be used by the end of the calendar year.  
**You have not taken your Blue Health Assessment.** » [Click here to begin.](#)

**MyBlue Personal Health Record**  
MyBlue Personal Health Record (MPHR) provides a secure, pre-populated online view of your important healthcare activities that you can easily share with your healthcare providers. This convenient tool also allows you to create, update, store and track your health-related information.

**Talk to a Nurse**  
*Free Access to Expert Advice!*  
Get reliable healthcare nurse advice without leaving the comfort of your home. Our talk-line advice line, live chat, online messaging, and health coach consultation options are available around the clock, seven days a week, to meet your needs.  
**24/7 Nurse Advice Line**  
Get immediate healthcare guidance if you or a family member is sick, injured, or get quick answers to general health questions. Call 1-888-258-3432.  
**Nurse Chat**  
Have a health question and need an answer right away? Try online Nurse Chat for professional, courteous answers, 24 hours a day.  
**Ask Our Nurses Online**  
Use the secure and confidential online messaging system to receive personalized

Once on the Blue Health Assessment online tool the member will access the assessment by pressing “Start Questionnaire.”

Worked with partner vendor to have the screen wrap reflect client branding.



#### How Member Accesses the Certificate:

The online program will direct members to either print the certificate off their computer right then and there OR they can request the certificate be sent to them. Below is the type of instructions the member will receive.

#### Certificate Print Out Window - for adults completing BHA

##### How Member Accesses the Certificate:

The online program will direct members to either print the certificate off their computer right then and there OR they can request the certificate be sent to them. Below is the type of instructions the member will receive.

#### Certificate Print Out Window - for adults completing BHA

Congratulations on completing the Blue Health Assessment! Here’s your MyBlue Wellness Certificate that can be used to waive your copayment for your annual physical when you visit a Preferred provider. Be sure to schedule an exam and, if you like, bring along your Blue Health Assessment action plan so you and your provider can discuss active steps to a healthier you. Step-by-step instructions for redeeming the MyBlue Wellness Certificate are listed below.

#### Instructions for redeeming your MyBlue Wellness Incentive Certificate:

1. This certificate will be available to print immediately. Your certificate will be redeemable in 72 hours and is valid through December 31<sup>st</sup>, 2010.
2. This certificate is valid for one (1) physical exam or preventive visit from a Preferred provider in the 2016 calendar year. Your provider’s office will track certificate redemption
3. You must bring the certificate with you for signature by the provider. The provider may keep the certificate for their records.
4. If you misplace the certificate after you print it, you can revisit the website and reprint the certificate or request that the certificate be mailed to you. \*\* The certificate is posted on your Blue Health Connection homepage, under the Blue Health Assessment section.

\*\*Please note this certificate will be mailed by member request a maximum of three times, after that you will no longer see the certificate posted on the Blue Health Connection homepage.

Please scroll down.

# New Benefit Statement Tool



**BlueCross.  
BlueShield.**  
Federal Employee Program

[BHC Home](#) | [Secure Message Center](#) | [Blue Health Assessment](#) | [Personal Health Record](#) | [Talk to a Nurse](#) | [MyBlue Benefit Statement](#)  
 Logged in: Test98227 Test98227  
[Message Center \(11 New\)](#)

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A A A

My Family

My Health

My Providers

My Health Plan

My Resources

My Preferences

Name: Test95391 Test95391 DOB: 05 Dec 1964

**MyBlue Benefit Statement**

TEST95391 TEST95391 (1 Jan 2010 - 31 Mar 2010)

Benefits At-a-Glance

Medical Benefits - Standard Option - Family		
Medical Benefits	In-Network (Preferred)	Out-of-Network (Non-Preferred)
Primary Care Physician Office Visit	\$20.00	You Pay 35%
Specialist Visit	\$30.00	You Pay 35%
Inpatient Facility Services	\$200.00	\$350.00
Outpatient Facility Services	You Pay 15%	You Pay 35%
<b>Deductible</b>	<b>\$600.00</b>	
Medical Benefits		
In-Network (Preferred)	Combined In & Out-of-Network (Preferred & Non-Preferred)	
<b>Catastrophic Benefit</b>	<b>\$5000.00</b>	<b>\$7000.00</b>

Pharmacy Benefits - Standard Option - Family		
Pharmacy Benefits	In-Network (Preferred)	Out-of-Network (Non-Preferred)
Retail - Generic	You Pay 20%	You Pay 45%
Retail - Brand Name	You Pay 30%	You Pay 45%
Mail-Order - Generic	\$10.00	N/A
Mail-Order - Brand Name	\$65.00	N/A

**Note:** All benefits are subject to the definitions, limitations, and exclusions as described in the Service Benefit Plan brochure. This chart summarizes specific covered benefits. If you use Non-Preferred facilities or professionals, your out-of-pocket expenses will be significantly greater than if you use Preferred facilities and professionals. If you use Non-Participating professionals or non-member facilities you may be responsible for the difference between the amount of the provider charge and the Plan allowance. Basic Option members must use Preferred providers to receive covered benefits. For a more detailed description of your covered benefits, please refer to the Service Benefit Plan brochure (RI 71-005) available at [www.fepblue.org](http://www.fepblue.org).

**Current Year Cost Totals**

Current Year Deductible		
Deductible Type	Accumulated Deductible	Deductible Amount
Individual	\$65.69	\$300.00
Family	\$600.00	\$600.00

Current Year Catastrophic Benefit		
Catastrophic Benefit Type	Accumulated Catastrophic Benefit	Catastrophic Benefit Amount
Preferred	\$120.08	\$5000.00
Combined Preferred/Non-Preferred	\$120.08	\$7000.00

**Please Note:** In the event that you have recently changed your coverage, your accumulation information may take up to a week to update; therefore, your information listed above may be regarding your previous coverage. If you have any questions please contact your local Plan Customer Service Representative using the number on the back of your Identification Card.

Total Member Out-of-Pocket Costs (Year-to-Date)			
	Medical	Pharmacy	Total
Individual	\$0.00	\$0.00	\$0.00
Contract	\$0.00	\$0.00	\$0.00

**Medical and Pharmacy Claims**

This statement reflects medical and pharmacy claims that have been finalized as of 31 Mar 2010.

Medical Claims										
Claim Number	Date of Service	Provider Name	Provider Type	Submitted Charges	Plan Allowance	Deductible	Co-payment/Co-insurance	Medicare/Other Insurance	What We Paid	Total Member Cost
According to our Service Benefit Plan's records, no claims were processed for you within the associated quarter.										

Did you know you can view, download, and print your medical claims or Explanation of Benefits (EOBs) online and opt-out of receiving paper EOBs in the mail? [Click here to login to Customer eService.](#)

Pharmacy Claims											
Mail/Retail	Pharmacy Name	Fill Date	NDC#	Brand/Generic	Drug Name/Strength	Qty	Day Supply	Deductible	Co-insurance Amount	Co-payment Amount	Total Member Cost
According to our Service Benefit Plan's records, no claims were processed for you within the associated quarter.											

Retail
  Mail
  Generic
  Brand

Did you know you can view and print your individual pharmacy claims or summary Prescription Statement of Cost (SOC) online? [Click here to login to Customer eService.](#)

**Please Note:** When reviewing your MyBlue Benefit Statement, please keep the following in mind:

- The information on this Statement is based on claims processed during the quarter indicated on the Statement. Claims for medical services that were rendered during this quarter may not be included within this Statement if the claims have not yet been processed. These claims will appear on a future statement when processed.
- The information on this Statement is current as of the date on which it was generated. For the most up-to-date information, please login to [Customer eService](#) or contact your local Plan Customer Service Representative using the number on the back of your Identification Card.
- The total year-to-date, out-of-pocket expenses reported on this Statement are based only on approved and denied claims that have been processed to the last day of this quarter.



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One or more patents apply to aspects of the site and to certain features and services accessible via the site, including without limitation: US Patent Nos. 7,428,494; 7,440,904; 7,475,020; 7,509,264; and 7,533,030.

Scroll down please.

## Sample Email to Member via Consumer Portal

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[Message subject line: Notification from Blue Health Connection]

Dear «FIRST\_NAME» «MI» «LAST\_NAME»:

This e-mail has been sent from the Blue Health Connection website to notify you of a new message containing important health-related information waiting in your Secure Message Center.

[Click here](#) to access your Blue Health Connection home page and Secure Message Center. Login with your User Name and Password then click the "Login" button. You will see the Secure Message Center in the upper-right corner of the page.

If you have any questions about your Blue Health Connection account, or if you would like to speak with a Blue Health Connection nurse, please contact us at 1-888-BLUE-432 (1-888-258-3432). Our nurses are available 24 hours a day, seven days a week to serve your healthcare needs.

Thank you!

To unsubscribe from e-mail notification of new messages, logon to the [Blue Health Connection](#) website. Go to "My Profile" then select "My Preferences." Finally, click on the "Notification of New Messages" checkbox to uncheck the box. You will be unsubscribed from future e-mail messages of this nature within 10 days.

Please do not respond to this e-mail. For technical support questions, call 1-888-BLUE-432 (1-888-258-3432).