

BCBS of Minnesota Branding

Below are two of the different “looks” over the years, meetings different creative director style guide directives.

As an extension of their marketing department, our organization had access to the BCBSMN branding portal where imagery can be downloaded, etc.



FOR HEALTH INFORMATION AND PEACE OF MIND.

The 24-Hour Nurse Advice Line can help you if:

- You are unsure you need to visit the emergency room
- You need advice on treatment options
- You have questions about prescriptions or medical procedures
- You need information about seasonal viruses (like the flu)
- You want to learn more about a chronic condition

For us, it's all about you.

24-HOUR NURSE ADVICE LINE
1-800-622-9524
TTY users call 711

 For the health of all.

Place this magnet on your refrigerator or near your phone. **FAST. EASY. FREE.**

SWING INTO ACTION. STAY HEALTHY AND FLY PAST FLU SEASON. THE 24-HOUR NURSE ADVICE LINE IS HERE TO HELP.

1-800-622-9524
For life- or limb-threatening emergencies, call 911 or your local emergency services.

DHS_070912_N03 DHS 07/12



 For the health of all.



SIMPLE STEPS TO HELP YOU MANAGE YOUR HEALTH.

1. Call the 24-Hour Nurse Advice Line as your go-to resource for help with any health-related question.
2. Contact your regular doctor. The 24-Hour Nurse Advice Line can help you locate a doctor or specialist if you don't have one.
3. Go to urgent care instead of an emergency room for an illness or injury that needs attention, but is not life threatening. Call the Nurse Advice Line to find an urgent care location near you.
4. Call 911 or go to the nearest emergency room if you have serious pain, extreme bleeding or if you think your condition is life or limb threatening.

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FLU SEASON IS RIGHT AROUND THE CORNER. BE PREPARED.

As the seasons change, remember to protect yourself and your family from colds and flu. This year, help stop the flu in its tracks by getting your flu shot before the flu gets to you. The 24-Hour Nurse Advice Line is a great place to start when you have questions about the flu.

Simple steps to help protect yourself and your family during cold and flu season.

- Get a flu shot as soon as they're available in your area.
- Wash your hands often, or use hand sanitizer if soap and water aren't available.
- Avoid touching your eyes, nose and mouth.
- Keep common surfaces clean, like telephones, keyboards and doorknobs.
- Cough or sneeze into your sleeve or elbow instead of your hands.
- Avoid close contact with sick people.
- Exercise regularly, eat a healthy diet and get plenty of rest.
- Stay home if you do get sick.

We encourage you to take preventive steps to protect yourself and your family.

Smart Phone Users, scan the code to display or call, then save the 24-Hour Nurse Advice Line to your phone. Quick, easy, connected!

This information is available in other forms to people with disabilities by calling member services at the number on the back of your ID card. TTY users call 711.



Si necesita ayuda en español para entender este documento, puede solicitarla sin costo adicional, llamando al número de servicio al cliente que aparece al dorso de su tarjeta de identificación o el número en esta carta.

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 For the health of all.

PO Box 64560
St. Paul, MN 55164-0560
HEALTH OR WELLNESS OR PREVENTION INFORMATION

<Name>
<Address1>
<Address2>
<City, State Zip>

Blue Cross® and Blue Shield® of Minnesota and Blue Plus® are nonprofit independent licensees of the Blue Cross and Blue Shield Association.

Inside panel of a self-mailer illustrates how we added a summer safety message to the nurse line message, meeting clients multiple goals.



Play it safe. Protect yourself and the ones you love.

In the water:
Always supervise children and non-swimmers in and around the water. Add swimming lessons and water safety classes to your summertime activities. Be sure to follow safe boating practices, by using life jackets and following your area's boat safety regulations.

On the trails:
Always wear a helmet and protective gear for biking, skateboarding or in-line skating.

Under the sun:
More than 1 million cases of skin cancer were diagnosed in 2009*. Sunburns are a big risk factor for developing skin cancer. Early detection is key, so check the skin on your entire body once a month. Have your doctor do a skin check each year.

- Use a broad-spectrum sunscreen with an SPF of 15 or higher
- Do not burn. Avoid sun tanning and tanning beds.
- Watch for the UV index
- Cover up with protective clothes, a wide-brimmed hat and sunglasses
- Use extra caution near water, sand and on overcast days
- Seek shade

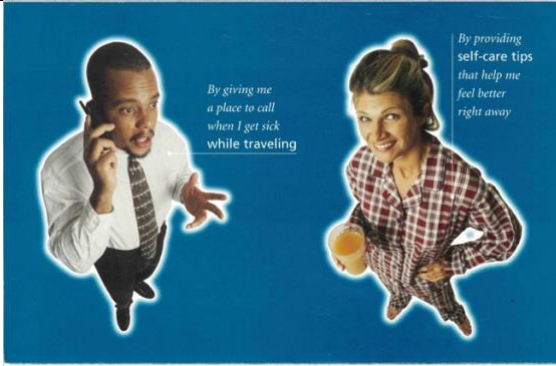
*Source: U.S. Environmental Protection Agency, SunWise Program

Visit your preferred app store to download a free QR code reader to your smart phone. Scan the code to display or call, then save the 24-Hour Nurse Advice Line to your phone. Quick, easy, connected!



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Different campaign look and feel in prior years met BCBSMN branding standards.



By giving me a place to call when I get sick while traveling


By providing self-care tips that help me feel better right away

We're always here for you.

Call anytime.

FirstHelp™

1-800-622-9524

 BlueCross BlueShield of Minnesota

Call FirstHelp any time you or a family member is sick, hurt or needs health care advice.

Registered nurses are available 24 hours a day, seven days a week to assess symptoms, answer health-related questions and help you make decisions regarding the best time and place for care.


The call is always free, and the peace of mind can be invaluable. No more...

- nagging health concerns that you never get around to addressing
- waiting for a call back late at night or on weekends and holidays
- paying your share for a visit you could have avoided

Just personal service and professional advice tailored to your specific needs.

Interpreter services are available at FirstHelp in more than 140 languages, including Spanish and Vietnamese. Hearing or speech impaired members can contact FirstHelp through your area's Telecommunications Relay Service (TRS).

Simplify the health care maze.



See the doctor right away!


My lower back pain is taking its toll.

Go to the emergency room!

Start with a call to

FirstHelp™

1-800-622-9524

 BlueCross BlueShield of Minnesota

PO Box 64560
St. Paul, MN 55164-0560

Your personal guide

What if you could turn to a registered nurse to help you navigate through health care decisions and answer questions anytime of the day or night? With FirstHelp, you can. Best of all, the service is offered to you at no extra cost.

Call from home, the office or while traveling and get immediate assistance. The nurse will:

- Assess your symptoms
- Help you decide on the best time and place for care
- Provide self-care instructions
- Answer your health care questions

Call anytime you or a family member is sick, hurt or in need of health care information.

FirstHelp 1-800-622-9524

Translation and interpreter services available.

PERMIT STD
US POSTAGE
PAID
MCKESSON
HEALTH SYSTEM

Version Management

Blue Cross Blue Shield of Minnesota required six different versions driven by line of business. Versioning adjustments involved primary logo, legalese such as Medicaid and Medicare language requirements, approval codes, imagery, color and terminology variation such as health care vs. healthcare.

HEALTH INFORMATION PEACE OF MIND 24-HOUR NURSE ADVICE LINE

The 24-Hour Nurse Advice Line® can help if:

- You are unsure if you need to visit the emergency room
- You need advice on treatment options or medical procedures
- You need information about seasonal viruses (like the flu)
- You want to learn more about a chronic condition

For us, it's all about you.

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FAST. EASY. NO ADDITIONAL COST TO YOU!

INT_120612_N08 MNPB_1235_2014



24-HOUR NURSE ADVICE LINE
1-800-622-9524
TTY users call 711

 BlueCross BlueShield of Minnesota

FINDING THE RIGHT CARE FOR YOU

- Call the 24-Hour Nurse Advice Line as your go-to resource for help with any health-related question.
- Nurses can help you determine if your illness or injury needs urgent medical attention or if it can wait until morning.

NURSES WITH PERSONAL, PROFESSIONAL HEALTH ADVICE WHEN YOU NEED IT MOST

- It's 2 a.m., and your spouse wakes up with a high fever and cough. Should you page their doctor? Do you need to make a trip to the emergency room? Are there at-home treatments that would bring relief?
- You're on vacation and get a sudden upset stomach. Do you drive to the nearest emergency room? Can you treat it with over-the-counter medications? What should you do if it gets worse?
- Nurses can give you information on how to take care of symptoms at home, when more urgent care is not needed.

24-HOUR NURSE ADVICE LINE
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For life- or limb-threatening emergencies, call 911 or your local emergency services.



BlueCross BlueShield of Minnesota

Blue Cross and Blue Shield of Minnesota are not affiliated with the Blue Cross and Blue Shield of Minnesota.

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*Cost is included in the premium paid by you or your employer.

Platinum Blue is a Medicare-approved Cost plan offered by Blue Cross and Blue Shield of Minnesota. Enrollment in Platinum Blue depends on contract renewal. Limitations, copayments and restrictions may apply. The benefit information provided is a brief summary, not a complete description of benefits. For more information contact the plan. Benefits may change on January 1 of each year.

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INT_120612_N09 MNSB_1235_2014



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SecureBlue is an HMO-SNP plan with a Medicare contract and a contract with the Minnesota Medical Assistance program. Enrollment in SecureBlue depends on contract renewal. Limitations, copayments and restrictions may apply. The benefit information provided is a brief summary, not a complete description of benefits. For more information contact the plan. Benefits may change on January 1 of each year.

HEALTH INFORMATION. PEACE OF MIND. 24-HOUR NURSE ADVICE LINE

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MIN3M_1217_2014



FINDING THE NIGHT CARE FOR YOU

- Call the 24-Hour Nurse Advice Line as your go-to resource for help with any health-related question.
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NURSES WITH PERSONAL, PROFESSIONAL HEALTH ADVICE WHEN YOU NEED IT MOST

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- Nurses can give you information on how to take care of symptoms at home, when more urgent care is not needed.

- You've been diagnosed with diabetes and have so many questions. Do you call your doctor's office again? Should you ask a friend for advice or research your condition online? Who's the best source of information? When you are learning to live with a chronic condition, a little extra support can go a long way.

24-HOUR NURSE ADVICE LINE
1-800-858-0722

For life- or limb-threatening emergencies, call 911 or your local emergency services. TTY users call 711



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Health information. Peace of mind. 24-hour nurse advice line.

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MIN3M_1217_2014



Finding the night care for you

- Call the 24-hour nurse advice line as your go-to resource for help with any health-related question.
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Nurses with personal, professional health advice when you need it most

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1-800-622-9524
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At your service. At your side.

Comprehensive Care Services, Inc.

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MINBL_1217_2014



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BlueLink is a service of BlueCross BlueShield of Minnesota and BlueShield of Minnesota.

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INT_120612_N10 MINCMNA_1217_2014



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