

In this Issue:

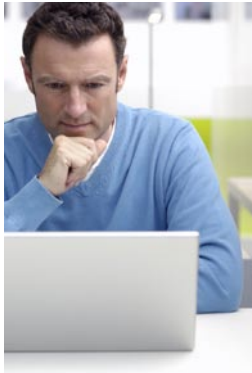
Page 1: Personal Health Assessment

Page 2: Recognizing Physician Excellence Program

Log on to MyBlueServiceSM to take the Personal Health Assessment (PHA) between now and November 30th and receive \$25 in your HRA



or receive a \$25 gift certificate from **DRUGSOURCE, INC.**



How's your health?

Find out in 15 minutes or less. Visit <http://www.bcbsfl.com> and log into MyBlueServiceSM.

It is as easy as that! And remember, all information is completely confidential. To ensure privacy, all information you enter is stored on a secure database. You may grant a Blue Cross Blue Shield of FL Health Coach permission to access your account folder in order to view the contents. At any time, turn on or off that access in My Profile (Under the PHA).

You may receive one incentive per year (April 1- March 31). If you are a new employee, you make take the PHA within thirty-one days of your date of hire and receive your incentive. You may also receive the incentive if you complete a PHA at your employer's Health Fair.

Before taking the PHA, it is helpful to have your Weight, Waist Circumference, Cholesterol, Blood Pressure, and Glucose numbers so you may input the data into the PHA for more accurate results.

Earn an EXTRA Incentive if you or your spouse become pregnant and take the Maternity Personal Health Assessment ANY TIME throughout the year. Call the 24/7 Health Information and support number at 1-877-789-2583 on the back of your Blue Cross Blue Shield Card to begin.

Important Information to Improve Your Health

HEALTH CARE DECISION SUPPORT GUIDE FOR ICUBA MEDICAL PLAN PARTICIPANTS

Find a Doctor and More...

To get started, simply log on to MyBlueServiceSM at www.bcbsfl.com. Click on Provider Directory under the Health and Wellness Guide:

Step

1

**Under the Advanced Search Tab
Select Search by either:
Doctor Type OR Other Healthcare Providers.
You will get a drop down Box. Pick your
provider type and select Continue**

Step

2

**Scroll Down and Fill in Fields
for Location using Zip Code,
City or County. Scroll down
and click on the BOX stating
the Doctor Participates in:**



And Select Search

Step

3

**Search Results will display detailed list of providers participating
in RPE; make sure you select a provider that participates in the
Network you are enrolled in: (Blue Choice PPO or Network Blue)**

RECOGNIZING PHYSICIAN EXCELLENCE (RPE)

Blue Cross Blue Shield of Florida introduced its physician recognition program, RPE, in September 2004. The intent of the program is to recognize and reward physicians who are committed to delivering quality care and excellent service to their patients. Performance is measured through an extensive development of metric measurements and categorized into two components:

- Clinical Quality- RPE physicians improve your health and well being by using preventive screenings and treating chronic diseases
- Process Improvement- RPE physicians enhance their relationship with you through the use of electronic prescribing and communication capabilities and participation in physician cultural excellence programs

Eligible physicians include high member volume primary care specialists (family practice, general practice, internal medicine, pediatric medicine, geriatric, and obstetrics and gynecology) who participate in PPO Blue Choice (PPO 80, PPO 70 and Risk Reward) or Network Blue (Risk/Reward Blue Options). Physicians participating in the RPE program are identified by the RPE icon.