

# HORIZONWELLNESS [discounts]

 Horizon<sup>SM</sup>



Horizon Blue Cross Blue Shield of New Jersey

*Making Healthcare Work.*

# WHAT'S [inside]

ViaCord \_\_\_\_\_ 1

Vision Care \_\_\_\_\_ 2

Vacations \_\_\_\_\_ 4

Healthroads Alternative  
and Complementary  
Therapy \_\_\_\_\_ 5

Weight Management \_\_\_\_\_ 8

Gym Memberships \_\_\_\_\_ 10

SafeTech, a division  
of Troxel \_\_\_\_\_ 13

Because many of Horizon BCBSNJ's discount programs are IRS qualified medical expenses, you may be able to use your Horizon *MyWay* Debit Card or BennyCard to pay for these services. Please check with your employer and/or plan administrator to verify if these programs are eligible for reimbursement.

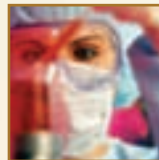
Products and services offered as Horizon Wellness Discounts are not covered health benefits. Programs may be terminated, and pricing, discount rates and other program features may be modified at any time. Suppliers that participate in these programs are solely responsible for the quality of the goods and services they provide. Discounts cannot be combined with benefits, unless otherwise noted.

**Programs are subject to change.**

# ViaCord

ViaCord, a ViaCell Company, preserves the blood found in your baby's umbilical cord. Cord blood can be used to treat more than 40 life-threatening diseases for your family. The chance to preserve cord blood occurs only once, during the delivery of a newborn, and as a Horizon Blue Cross Blue Shield of New Jersey member you can receive an immediate discount off ViaCord's processing fee.

To learn more about ViaCord blood preservation, call **1-866-835-0967** or, visit **<[www.HorizonBlue.com/NationalAccounts](http://www.HorizonBlue.com/NationalAccounts)>**.

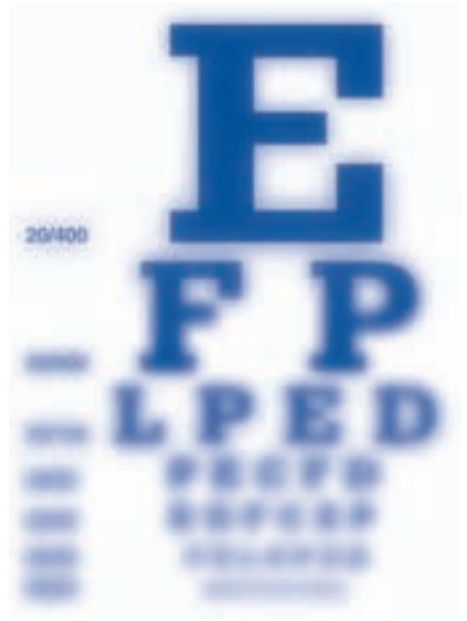


# [vision care]

## SmartEyes<sup>SM</sup>

Save on eyeglasses, accessories and examinations with the *SmartEyes<sup>SM</sup>* discount program offered by EyeMed Vision Care. Choose from thousands of providers nationwide including independent physicians and optical retail providers, such as Pearle Vision\*, Sears Optical, JCPenney Optical and Target Optical.

Call **1-800-424-1155** for more information or to locate a provider (use plan number **46492**). Simply present your Horizon BCBSNJ ID card at the time of service to a participating provider.



\*Pearle Vision, Inc. does not employ Doctors of Optometry and does not provide eye exams in California. Pearle VisionCare, Inc., a licensed vision health care service plan, provides eye exams in California.



## Complete Advantage<sup>®</sup>

Enjoy discounts on eyeglasses, laser vision correction services, accessories and examinations with the Complete Advantage Program through Davis Vision. To speak with a Davis Vision service representative or to use the Interactive Voice Response System, call **1-877-518-8748** (use access code **2535**). Be sure to mention Davis Vision and present your Horizon BCBSNJ ID card at any participating Davis Vision provider to enjoy your savings.

## **TruVision – Traditional LASIK and Custom LASIK**

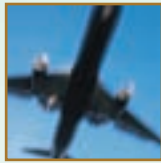
Why pay more than you have to? Traditional LASIK and new Custom LASIK vision correction services through TruVision, including a pre-operative exam, the surgery itself and post-operative care, plus a retreatment warranty, costs only \$895 per eye for Traditional LASIK and \$1,295 per eye for Custom LASIK (**price may vary outside New Jersey**). TruVision is a national organization that offers board-certified ophthalmologists who have completed over 800,000 procedures. Patient financing with approved credit.

## **TruVision – Mail Order Contact Lens Program**

Savings on contact lenses made easy! Purchasing contact lenses from TruVision is very easy. Order online or talk to one of TruVision's friendly customer service representatives. TruVision offers low prices on contact lenses from all major manufacturers. Pricing varies on quantity purchased. All orders are processed daily and shipped directly to you. And shipping is free!

To find out if this service is right for you, to schedule your pre-operative exam or to locate a TruVision provider near you, simply call toll-free (Monday to Friday 9 a.m. to 9 p.m., Eastern Time) **1-866-483-2020**.

For more information, including pricing and specific information on how to use these discounts, visit [www.HorizonBlue.com/NationalAccounts](http://www.HorizonBlue.com/NationalAccounts).



# [vacations]

## Collette Vacations

After 88 years in the escorted travel industry, Collette Vacations has a reputation for quality and old fashioned customer service. We offer tours to all seven continents, each led by an expert guide who shows you around like a local. Our tours feature meals, choice accommodations and activities that capture the spirit of your destination. And, with our *No Worries Travel Protection Plan*, you can cancel for any reason and receive a full cash refund right up to the day of departure! So, come on ... the world awaits. You're entitled to save on a Collette tour by using your Horizon BCBSNJ membership.

Please visit [www.HorizonBlue.com/NationalAccounts](http://www.HorizonBlue.com/NationalAccounts) to book your Collette Vacation package today. Or, call **1-800-940-5990**. Please mention "Horizon Blue" along with the promotion code: **W010-AW1-426**.

# [healthyroads alternative]

## AND COMPLEMENTARY THERAPY

As a Horizon BCBSNJ member, you have access to Healthyroads, an online resource offering programs to help you live a healthier life. Trained professionals are also available to help answer your questions about these programs.

### Mind-body techniques



Relaxation therapy and mind-body techniques can help people lose weight, quit smoking and cope with pain or chronic illness. You can use a library of specialized mind-body technique workbooks and audio CDs.

### Guided imagery



Guided imagery is the use of positive mental visualization to reduce pain, prepare for surgery or to help cope with chronic illness. You can use a library of specialized guided imagery workbooks and audio CDs.

### Nutrition services

You can get in touch with registered dietitians, dietetic technicians and other educators who discuss:



- Basic education on the fundamentals of a healthy diet.
- Using nutrition to improve athletic performance.
- Using nutrition to cope with conditions such as diabetes or cardiovascular disease.

## Smoking cessation

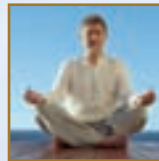


Trained Healthyroads educators integrate several programs to help you quit smoking. You can reach the educators for telephone sessions to help you avoid the pitfalls of the process, such as weight gain. You can also track your progress and share the reports with your physician or other health care professional.

## Savings on health and wellness products and vitamins

You receive discounts on:

- Vitamins and supplements.
- Herbal remedies.
- Homeopathic remedies.
- Natural therapies.
- Diet and sports nutrition products.
- Yoga and fitness items.
- Personal body care products.
- Books, audio CDs and videos.





## Horizon Alternative Therapies

Many people have embraced the benefits of a healthier lifestyle through alternative therapies. Receive discounts on products and regular service fees for:

- Chiropractic care.
- Acupuncture.
- Massage therapy.
- Nutrition counseling.
- Special vitamin discount program.

The program is easy to use. There are no claim forms, referrals or other paperwork. The program is not insurance and members directly pay participating health care professionals for their services. Visit us at [www.HorizonBlue.com/NationalAccounts](http://www.HorizonBlue.com/NationalAccounts) to locate an alternative therapy provider in your area. Or, call American Specialty Health at 1-877-335-2746.

# [weight management]

Maintaining a healthy weight protects you from chronic disease and raises your quality of life. Horizon Wellness Discounts offers you many options to save money on weight management programs.

## **Weight Watchers®**

For over 40 years, Weight Watchers has helped millions of people around the world lose weight. Members can receive discounts on three Weight Watchers programs.

### *Weight Watchers Traditional Meetings:*

With your Horizon BCBSNJ ID card, get free registration for weekly meetings that can give you the motivation and support you need to make a lifestyle change.

### *Weight Watchers Online:*

Save on online access to personalized tools, information and resources including weight tracker, meal planner and Weight Watchers recipes.

### *Weight Watchers At Home:*

Save on an At-Home Deluxe Kit, which includes weight loss tools and resources for you to use the Weight Watchers program from home.

For more information call **1-800-710-4663**  
or visit  
**<[www.HorizonBlue.com/NationalAccounts](http://www.HorizonBlue.com/NationalAccounts)>**.





## The Healthyroads for Living Weight Control Program

As a Horizon BCBSNJ member, you receive a discount on The Healthyroads for Living Weight Control Program, which provides you with the tools to reach a healthy weight. You can track your weight, body measurements, Body Mass Index (BMI), daily food intake, daily exercise habits and more.

For more information or to join, visit [www.HorizonBlue.com/NationalAccounts](http://www.HorizonBlue.com/NationalAccounts) or call 1-877-335-2746. Valid in participating areas only.

# [gym memberships]

Regular exercise is an essential part of maintaining a healthy weight. Being a member of a gym provides the support and motivation to help you achieve your fitness goals.

## **WellQuest Fitness Network**

The WellQuest Fitness Network is an extensive network of more than 1,000 high-quality fitness centers. WellQuest evaluates each facility to ensure that they meet standards in providing a safe, professional health club experience. There are no expensive initiation fees or long-term membership contracts. You save money with a low, one-time enrollment for yourself and an extended discount for additional family members.

Once enrolled, a certified fitness instructor provides a fitness evaluation and program orientation to help you reach your personal goals. In addition, WellQuest members receive a personalized nutrition program through a partnership with Miavita.

Call **1-800-595-8448** to enroll or to receive a free club pass.

## GlobalFit

With your Horizon BCBSNJ membership you can take advantage of GlobalFit, offering the guaranteed lowest rates on month-to-month memberships at over 2,000 top fitness clubs nationwide, most with no long-term contract. Call GlobalFit toll-free at **1-800-294-1500**.

For participating locations and information on any of these fitness programs, including pricing and specific details on how to use these discounts, visit [www.HorizonBlue.com/NationalAccounts](http://www.HorizonBlue.com/NationalAccounts).





HEARx, a HearUSA Company, provides diagnostic audiology services and hearing aid dispensing nationwide. With locations throughout the United States, it's easy to visit any center for a hearing test and counseling. You receive a 10 percent discount off already low prices on any hearing aid purchased – even those on sale.



Present your Horizon BCBSNJ ID card when you visit a HearUSA facility. A HearUSA representative takes care of the rest. For more information and the nearest location, call **1-800-999-1458** or visit [www.HorizonBlue.com/Discounts](http://www.HorizonBlue.com/Discounts).



### MedicAlert<sup>®</sup>

MedicAlert<sup>®</sup> Foundation – a leading provider of personal health records – protects and saves lives by providing instant access to identification and critical medical information to first responders. Personalized ID bracelets and an Emergency Wallet Card combined with the 24-hour Emergency Hotline provide support in more than 140 languages and are trusted and recommended by more than 100,000 medical professionals.

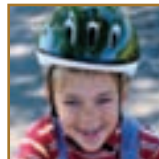
Through this program, you'll receive a 30 percent discount (off the regular price) towards the first year enrollment and a 25 percent discount (off the regular price) on gold and silver pendants. To learn more call **1-800-963-3420** (use access code **9813**) or visit [www.HorizonBlue.com/NationalAccounts](http://www.HorizonBlue.com/NationalAccounts).

# [Safetech,]

## A DIVISION OF TROXEL

Did you know that wearing a bicycle helmet reduces the risk of head injury by 85 percent? Children are especially at risk since they account for 70 percent of all bicycle-related injuries treated in emergency rooms and 50 percent of all fatalities\*. SafeTech, a division of Troxel, is one of America's leading helmet companies. All helmets meet the performance standards of the American Society for Testing and Materials and the United States Consumer Product Safety Commission.

For more information, call **1-800-288-4280** or simply fax or mail your order using the attached order form. You may also download the order form from our Web site, [www.HorizonBlue.com/NationalAccounts](http://www.HorizonBlue.com/NationalAccounts).



\* Information courtesy of [www.troxelhelmets.com/safetech](http://www.troxelhelmets.com/safetech).

# SAFETECH (A DIVISION OF TROXEL) SAFETY HELMET ORDER FORM

Protect yourself and your loved ones ... while saving up to 50 percent off retail prices. Order a bicycle/in-line skating helmet today. Simply complete and fax this order form to 1-858-587-7755. Or, mail your completed order form to:



**SafeTech**

**6222 Ferris Square  
San Diego, CA 92121**

Questions? Please call 1-800-288-4280.  
Please note: **No phone orders or checks are accepted.**

Your helmet will not be effective if it does not fit properly. For a proper fit, carefully measure the circumference of your head about one inch above your eyebrows.

**Head circumference:**

***Toddler***

19 1/4" - 20 3/4"

***Small***

20" - 21 3/4"

***Medium***

22" - 23 1/4"

***Large***

23 1/4" - 24 1/2"

Part No.	Size	Style/Description	Price	Qty.	Total
02-515C	Toddler	Ocean Friends	\$8.75		
02-019C	Small	WindRider/Rocket Red	\$8.00		
02-020C	Small	WindRider/Purple Flowers	\$8.00		
02-013C	Medium	ShockWave/Sun Yellow	\$8.75		
02-014C	Medium	ShockWave/Red	\$8.75		
02-028C	Medium	Stunt/Black	\$9.75		
02-029C	Medium	Stunt/White	\$9.75		
02-010C	Large	ShockWave/Black on Black	\$8.75		
02-011C	Large	ShockWave/Pond Blue	\$8.75		
<b>Shipping and handling*</b>					
<b>Total</b>					

\* \$6.00 for the first helmet and \$1.50 for each additional helmet. Applicable tax for California residents only. Helmets are shipped within three business days upon receipt of the order. Helmets are packed in polybags and shipping cartons without display boxes.

**SHIP TO:**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP code \_\_\_\_\_ Phone number \_\_\_\_\_

Visa  MasterCard Card number \_\_\_\_\_ Expiration date \_\_\_\_\_

Signature \_\_\_\_\_

**PLEASE NO CASH OR CHECKS.**



Horizon Blue Cross Blue Shield of New Jersey

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