

## Natural Blue<sup>SM</sup> Offers Holistic Health Choices

Natural Blue gives you access to discounts on complementary health care services usually not covered by your benefits plan. This innovative program gives you up to a 30 percent discount off standard fees when you visit any of the providers in the network of credentialed acupuncturists, massage therapists, chiropractors, exercise and movement specialists, diet and supplemental advisors, fitness centers and more. You can also purchase discounted health products such as vitamins, herbal supplements and other self-care products.

### Who Is Eligible?

You are! Natural Blue is available to members of BlueChoice HealthPlan. Just show your BlueChoice HealthPlan identification card to the network health care provider you choose to confirm your eligibility.

### How Does Natural Blue Work?

Natural Blue is convenient and easy to use!

- Simply visit [BlueChoiceSC.com](http://BlueChoiceSC.com) and click on the Discounts and Added Values link. Then click on the Natural Blue link to find the participating providers nearest you or use the online library.
- You pay the member rate directly to participating providers.
- There are no claims to file.
- There are no annual limits and you can change providers at any time.

### Discounts on Vitamins and Natural Supplements

To purchase vitamins and herbal supplements at a reduced price, you can order online from our Natural Blue store at [choosehealthy.com](http://choosehealthy.com)

### Additional Information and Health Library Available Online

Want to learn more about alternative health care? By clicking on the Natural Blue link on our website, you will have access to all of the following:

- A comprehensive health library with information on chronic conditions, integrative therapies, supplements and more
- Health-related articles
- Drug Interaction Guide with information on medications and supplements
- Expert opinions and perspectives plus submit questions to experts
- An online directory of local participating providers



natural  
HOLISTIC HEALTH CHOICES  
blue

Complementary  
Health Care  
Programs



BlueChoice<sup>®</sup>  
HealthPlan<sup>®</sup>  
South Carolina

An independent licensee of the  
Blue Cross and Blue Shield Association

[BlueChoiceSC.com](http://BlueChoiceSC.com)