

Blue365 Purchasing Process

This document is intended to present an overview of the purchasing process for each of the Blue365 vendors. The process varies from partner to partner based on a variety of factors: is the product/service delivered on-line or in a store; is payment required prior to receipt of service, etc.

Importantly, for most on-line offers, a Blue member cannot walk in and enroll; they must enroll on line. This is because many vendor enrollment processes require submission of a credit card in order to enroll. Some vendors may assist members that walk in by registering them with their local Blue Plan and assisting them through the registration process.

The following are the purchasing process for each Blue365 vendor:

Healthyroads

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on "I Agree"
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Wellness
- Click on Healthyroads
- Click on "Continue"
- At the Healthyroads co-branded landing page select the product/service of interest
- Add to Shopping Cart by clicking on "Buy Now" and follow process to Checkout
- Provide credit card and shipping information

Beltone

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on "I Agree"
- Member enters Blue365 page
- Click on Healthcare Resources
- Click on Hearing and Vision Care
- Click on Beltone
- Click on "Continue"
- At the Beltone co-branded landing page, find the toll-free 888phone number and call the number to find the Beltone location nearest you
- Or you can search for a location nearest you by entering the city or zip code in the "Find a North American location" box

- Visit the Beltone location for a free hearing assessment. If a hearing aid is needed, the Beltone representative will suggest the appropriate hearing aid for you and take the Blue365 discount off the price.

Davis Vision

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthcare Resources
- Click on Hearing and Vision Care
- Click on Davis Vision
- Click on “continue”
- At the Davis Vision co-branded landing page toward the bottom click “Program Details”
- Select area of interest (provider search, vision benefits, satisfaction survey, or Lens123)
- Also may contact Customer Service at **1-888-897-9350** for program information
- Visit a Davis Vision network provider to receive discounts on products/services
- For a listing of Davis Vision Blue365 discounts, click “Please click her for discounts information” on Davis Vision co-branded landing page
 ** Note: To view Blue365 discount prices click on hyperlink titled “Please click here for discount information” on the Davis Vision co-branded landing page.

Everlast (through EBrands)

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Fitness
- Click on “Everlast”
- Click on “Continue”
- At the EBrands co-branded landing page, click on “Shop Now” under Everlast to view products
- Click “Add to Cart” on product of interest
- Click “Checkout” to purchase product
- Follow instructions to enter your billing and shipping information.

eDiets.com

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Weight Control
- Click on “eDiets”
- Click on “Continue”
- Click on “Take the FREE eDiets Profile Now.” Complete the profile with your weight loss goals and logistical information and click to submit profile
- There are two options available with eDiets: on-line consultative and support services or meal delivery. Click to enroll in the product of your choice.

Fairmont Hotels

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Recreation and Travel
- Click on Travel Healthy
- Click on “Fairmont”
- Click on “Continue”
- At the Fairmont co-branded landing page select the service option of interest
- Click “Book Now”
- Complete reservation information and select accommodations
- Enter billing and credit card information to book reservation
- Receive reservation confirmation

Gold’s Gym

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Fitness
- Click on “Gold’s Gym”
- Click on “Continue”

- At the Gold's Gym co-branded landing page, enter your zip code to find the Gold's Gym locations near you. Select the preferred Gold's Gym which will then become your home gym.
- Follow the instructions within the Gold's Gym page, for example, entering your name, address, zip, etc.
- **Important: You will be asked for your credit card number. This is to charge your credit card for the enrollment fee. The \$69 join fee will be charged to your credit card during the on-line enrollment process.**
- At the end of the on line enrollment process, you will receive an activation code. Print this activation code out and take it to your home gym. This activation code is what your Gold's Gym branch will use to know how much to charge. Note: Unlike Curves, your credit card is charged during the on-line enrollment process.
- Important: The Blue365 offer is intended for **new** members only. **If a member is already enrolled in Gold's Gym and has signed a contract, neither BCBSA nor the local Blue Plan has the power to get them out of that contract.** Thus, existing members cannot receive the Blue365 discount. If an existing member wants the Blue365 discount, they must complete their obligations under their current contract, disenroll and re-enroll as a new member, paying the join fee.
- Note that not all Gold's Gyms are participating in Blue365. If there is Gold's Gym near you that does not appear in the zip code locator, contact your agent. In some cases, these cases can be added to the participation list.

Jenny Craig

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on "I Agree"
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Weight Control
- Click on "Jenny Craig"
- Click on "Continue"
- At the Jenny Craig co-branded landing page, enter your name, address, city, state, zip, and phone number and click on "Get My Coupon."
- Take the coupon to your local Jenny Craig Centre (or, if using Jenny Direct, call the toll-free 800 line for Jenny Direct). This coupon is how the local Centre will know what your offer is.
- Your Jenny Craig counselor will enroll you at the center you choose to visit.

LasikPlus Vision (LCA Vision)

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthcare Resources
- Click on Hearing and Vision Care
- Click on “LasikPlus”
- Click on “Continue”
- At the LasikPlus co-branded landing page, you can contact Customer Service to locate a provider, schedule an appointment or use zip code locator to identify a provider
- Bring your Blue Plan Member ID card to your appointment, to verify your eligibility for the Blue365 discounts.
- Purchase services and Blue365 discount is applied at point of service

Men’s Health/Women’s Health (through Ebrands)

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Fitness
- Click on “Men’s Health/Women’s Health”
- Click on “Continue”
- At the EBrands co-branded landing page, click on “Shop Now” under Men’s Health/Women’s Health to view products
- Click on the Workout Kits of interest
- Click “Add to Cart”
- Click “Checkout” to purchase product
- Follow instructions to enter your billing and shipping information

Nutrisystem

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Weight Control
- Click on “Nutrisystem”
- Click on “Continue”
- Click on the green “Order Your Program Today” box

- Click to select your program. For example, there are distinct programs for men, women, diabetics, seniors, vegetarians, etc.
- Follow the instructions to enter your name, address, zip, and other logistical information to purchase your program.
- Click to select Member Favorites or to customize your meals under “Choose your Menu Type”. Member Favorites is an assortment basket of meals for 28 days. Members can also handpick their meals by choosing the customization option. Additionally, members can call the 800 number and have a Nutrisystem counselor walk them through the selections.
- The Blue365 offer is 12% off the predominant offer in market. The discount is taken at Checkout.
- Proceed to checkout and enter credit card information. **Your card is charged card is charged at this time.**
- Meals are typically shipped to you via Auto-Delivery, however, other shipping options are available.

Polar

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Fitness
- Click on Polar
- Click on “Continue”
- At the Polar co-branded landing page select products/services of interest
- Click Buy Now button and add products to cart
- After items added to cart, click the Shopping Cart in upper right corner
- Confirm order and click Checkout
- Complete billing and shipping information
- Click Purchase
- Order is complete; print order confirmation page; order summary email also sent to purchaser

QualSight Lasik

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthcare Resources
- Click on Hearing and Vision Care
- Click on “QualSight Lasik”
- Click on “Continue”

- At the QualSight Lasik co-branded landing page, you can Call Customer Service to locate a provider and schedule an appointment
- Receive QualSight Lasik exam and pricing confirmation e-mail
- Take the QualSight Lasik exam and pricing confirmation e-mail to appointment
- Purchase services and discount applied at point of service

Reebok

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Fitness
- Click on Reebok
- Click on “Continue”
- There are two ways to receive the Reebok offer: download the coupon and go to a Reebok outlet store to receive a 15% discount or order on-line to receive a 20% discount
- Outlet store: download and print the coupon and present it at checkout at any Reebok outlet store
- On-line: Select merchandise and add to cart. Enter name, address, zip, etc. in both the billing and shipping areas. Proceed to checkout. At checkout, prior to entering credit card information, enter **REEBOK365** in the promotional code area and click on Apply to get the discount.

SeniorLink Care

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Seniors
- Click on SeniorLink Care
- Click on “Continue”
- Click on “Subscribe Now”
- Select either the 3-month or 12-month service and click on “Buy Now”
- Enter name, address, zip, credit card in to Pay Pal
- At the Thank You page, you will have the option of immediately scheduling a telephonic consultation with a Care Advisor or sending an e-mail to the Care Advisor team.

Snap Fitness

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Fitness
- Click on Snap Fitness
- Click on “Continue”
- At the Snap Fitness co-branded landing page, click on Start Here, Register Now in the lower right hand corner.
- At Step 1 of 4, enter your zip code
- At Step 2 of 4, select the club which will become your home club
- At Step 3 of 4, enter your name, address, zip, etc.
- At Step 4 of 4, click to download your coupon
- Take the coupon to your home Snap Fitness club to purchase and activate

Sportline (through EBrands)

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthy Choices
- Click on Fitness
- Click on “Sportline”
- Click on “Continue”
- At the EBrands co-branded landing page, click on “Shop Now” under Sportline to view products
- Click “Add to Cart” on product of interest
- Click “Checkout” to purchase product
- Follow instructions to enter your billing and shipping information

TruHearing

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Healthcare Resources
- Click on Hearing and Vision Care
- Click on TruHearing Click on “Continue”

- Call the toll-free 877 number to find the TruHearing location nearest you and schedule an appointment for a hearing assessment

Westin Hotels (Starwood)

- Member logs into MyBlueService on www.bcbsfl.com
- Find Member Resources tab
- Tab down to find Member Discounts
- Click on “I Agree”
- Member enters Blue365 page
- Click on Recreation and Travel
- Click on Travel Healthy
- Click on Westin
- Click on “Continue”
- At the Westin co-branded landing page complete reservation information and select accommodations
- Enter billing and credit card information to book reservation
- Receive reservation confirmation

Blue365 Partner Customer Service Phone Number

Partner	Blue365 Customer Service Number
Curves	866-384-0777
eDiets	866-731-3432
Jenny Craig	800-597-5366
Nutrisystem	800-310-6353
Gold's Gym	No toll-free number
Davis Vision	888-897-9350
QualSight LASIK	877-358-9349
Beltone	888-896-2365
LasikPlus	866-713-2044
Reebok	866-870-1743
Everlast	866-324-4438
Sportline	866-324-4438
Men'sHealth/ Women's Health	866-324-4438
Polar	877-430-5846
TruHearing	877-343-0745
Healthyroads	877-760-2746
SNAP Fitness	No toll-free number
Fairmont Hotels	866-840-8114
Starwood Hotels	866-500-0385
Seniorlink	866-797-2341