



Blue Extras!sm

The extras make
all the difference





At Blue Cross of Idaho, we know that maintaining good health is important to you. We also know that there are many different approaches to achieving a healthy lifestyle, from formal workout routines, evening walks in your neighborhood, taking vitamins or naturopathic medicines, acupuncture to massage therapy.

That is why we are excited about Blue Extras!sm – a value-added program that offers a variety of discounted services, programs, and products that will help you to achieve your personal health, wellness, and fitness goals. These extras are provided by independent sources that have agreed to offer discounted rates to you as a Blue Cross of Idaho member.*

We're delighted to offer this exciting program and hope you will take advantage of the services and discounts available to you through Blue Extras!

This brochure contains a general description of the services available under the Blue Extras! program. Blue Cross of Idaho makes no expressed or implied warranties or representations regarding these services, including without limitation, fitness for a particular use, merchantability, or outcome.

**Exception: The programs of Blue Extras! are not available to members of the Federal Employee Program (FEP) and Idaho Smiles.*

Note: Participation and discount arrangements may have changed since this directory was printed. Please refer to the Blue Cross of Idaho website at bcidaho.com for the most current information.

FOR QUESTIONS

We hope that your questions about Blue Extras! are answered in this brochure; however, we realize that it would be impossible to answer each unique question. If you have additional questions or need further assistance, you may use the contact information listed for each program.

Please note that some programs in this brochure are only available online and must be accessed through a specific website. For log on instructions, please refer to the specific program listing.

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WHAT IS A VALUE-ADDED PROGRAM?

A value-added program provides you an opportunity to receive exceptional discounted services and products without increasing your current premium!

WHAT DISCOUNTED SERVICES AND PRODUCTS DOES BLUE EXTRAS! OFFER?

Blue Extras! provides access to exceptional discounts on products and services such as:

- ▶ LASIK (Laser vision correction surgery)
- ▶ Hearing aids
- ▶ Medical alert services
- ▶ Vision services and supplies
- ▶ Over-the-counter drug store items
- ▶ Massage therapy
- ▶ Fitness facilities
- ▶ Childproofing products, nursery items, and products to help children on the go such as car seats and infant carriers
- ▶ Cord blood banking
- ▶ Orthodontic services

HOW DO I USE THE BLUE EXTRAS! DISCOUNTED PRODUCTS AND SERVICES?

In most instances you simply present your Blue Cross of Idaho identification card. However, sometimes the products or services are offered by mail order or through the Internet.

HOW CAN I SEE THE AVAILABLE BLUE EXTRAS! PRODUCTS AND SERVICES?

You can view the products and services by requesting a Blue Extras brochure from your local district office, or by visiting the Blue Cross of Idaho website at **members.bcidaho.com**.

To view the current directory on our website, click on the **Health & Wellness** tab located on the top menu bar. Select **Discount Programs** from the drop down menu and it will take you to the Blue Extras! webpage. Simply select the category you wish to view.



THE PATH TO GOOD HEALTH BEGINS WITH HEALTHY CHOICES...

ChooseHealthy™ is Blue Cross of Idaho's complementary and alternative medicine discount program administered by American Specialty Health Incorporated (ASH). ASH is a national personal health improvement organization that provides a credentialed network of alternative health care providers.

As a Blue Cross member you can receive a discount of 25% off usual and customary fees for acupuncture and massage therapy services.* In addition, you have access to a national network of more than 16,000 fitness clubs. These clubs will offer you either a minimum 10% discount off the initiation and/or monthly dues, or the best available public rate based on the type of membership selected (applies to new memberships only). To locate a provider in your area call 877-335-2746.

ChooseHealthy also offers access to an online library of health care resources and educational materials - not to mention the online catalog of health and wellness products at discounted prices. When you select **Store**, you'll be able to take advantage of discounts on hundreds of products such as vitamins, herbal supplements, sports nutrition products, skin care items and much more. You will save up to 40% off suggested retail prices on products you use every day, with free shipping on most orders for Blue Cross of Idaho members.

It's easy to take advantage of the ChooseHealthy discount program. Select the link below to visit the ChooseHealthy site to search for a provider in your area. You can register and login to take advantage of the online store.

For more information, visit **choosehealthy.com. ChooseHealthy is an affinity discount program, it is not insurance. The services available through the program are not covered benefits under Blue Cross of Idaho health plans. You are obligated to pay directly for services received from ChooseHealthy providers. American Specialty Health Incorporated is an independent company and Blue Cross of Idaho is not responsible for its services or products.*

ChooseHealthy is a trademark of American Specialty Health Incorporated.

CORCELL

Help ensure your baby's future health with CorCell cord blood and/or tissue banking

Blue Cross of Idaho partners with CorCell to offer its members discounted pricing for the collection and storage of stem cells from umbilical cord blood and tissue. Collected immediately after the birth of a new baby, stem cells from the cord blood are preserved and stored for future medical benefits should the child ever need a stem cell transplant. Umbilical cord blood and tissue stem cells are not embryonic stem cells. CorCell does not bank embryonic stem cells.

Stem cells from cord blood, like bone marrow cells, are being used to successfully treat more than 70 diseases including leukemia, anemia, non-Hodgkin's lymphoma, metabolic blood disorders and immune deficiencies. What's more, they can potentially serve as a resource for an entire family to aid in the treatment of ailing siblings, parents and even grandparents.

CoreCell also stores cord tissue, which is a source of Mesenchymal Stem Cells (MSCs). These stem cells are in over 200 clinical trials for future treatments, including regenerative medicine. The chance of rejection is minimal with MSCs and these stem cells can be used to treat even extended family members such as uncles and cousins. MSCs can also be grown and refrozen, giving your family a potentially unlimited supply.

Preferred Pricing

Blue Cross of Idaho members save \$650 on the CorCell cord blood and tissue program enrollment fee, which includes:

- ▶ cord blood or cord blood & tissue collection kit
- ▶ cord blood or cord blood & tissue collection and processing
- ▶ private medical courier 24/7/365
- ▶ the first year of storage

CorCell has a variety of financing plans that allow you to choose the payment plan that fits your budget. Members can also extend their discount to other family members.

Referral Program

Not planning to have a baby? If you refer a friend, CorCell will send you a \$200 cash card¹, and your friend may receive as much as \$200 off the enrollment fee.

Contact Information:

CorCell Companies, Inc.
888-882-CORD (2673)
corcell.com

¹CorCell will mail the cash card once the referee's cord blood is processed and stored. If the friend is already a CorCell customer, the referral is not eligible for the cash card or discount.

Blue Extras! is a value added program and not connected to your benefit plan. CorCell is an independent company and Blue Cross of Idaho is not responsible for its services or products.

SAFE BEGINNINGS

Blue Cross of Idaho is pleased to partner with Safe Beginnings, Inc. to offer our members the convenience of online, one-stop shopping on many of the products parents need, including:

- ▶ Childproofing products such as outlet covers, cabinet latches, safety gates and window guards
- ▶ Nursery items such as crib sheets, teething rails for cribs, crib music players, and infant positioning devices
- ▶ Feeding items from breast pumps and nursing pillows to bibs and booster seats
- ▶ Products to help children who are on the go, such as car seats, jog strollers, infant carriers and travel beds
- ▶ Full lap pool with five lanes and hot tub adjacent to the pool (downtown location only)

As an added bonus, Blue Cross of Idaho members are entitled to a 15% savings on hundreds of additional items on **safebeginnings.com**. To take advantage of these exceptional discount opportunities, simply enter **bciw** in the Group Sales section on the left side of the **safebeginnings.com** web page.

Blue Extras! is a value added program and not connected to your benefit plan. Safebeginnings.com is an independent company and Blue Cross of Idaho is not responsible for its services or products.

360 FITNESS

Blue Cross of Idaho members in the Coeur d'Alene area have the enrollment fee waived when they join 360 Fitness. Located in a 16,000-square-foot facility, 360 Fitness offers the latest in weight and cardio equipment. Memberships are month-to-month so you can pay as you go and stop whenever you want. Simply pay first and last month's fee when you enroll. Check them out today!

Membership Type and Fees

	Enrollment Fee	Monthly Fee
Blue Cross of Idaho Member	\$0	\$34.99
Additional family members	\$0	\$23.60

New members receive a complimentary fitness assessment with one of the club's nationally certified personal trainers. The trainer will determine your current health and fitness level, your goals, and discuss strategies for success. Trainers take baseline measurements, including blood pressure, so you have a benchmark from which to work. Additional services such as tanning are available for an additional fee.

Amenities

- ▶ Full line of free weights, including Hammer Strength and Forza Power systems
- ▶ Sun Nitro Nautilus equipment
- ▶ Cybex equipment
- ▶ 60 units of cardio equipment, including treadmills, ellipticals, cross trainers, recumbent and upright bikes, spinning bikes, rowers and Stairmasters
- ▶ Group classes ranging from yoga to strength and conditioning
- ▶ Steam room (men only)
- ▶ Lap pool with five lanes and hot tub adjacent to the pool (downtown location only)

Locations

Coeur d'Alene Downtown

208 E. Coeur d'Alene Avenue
208-667-4001

Riverstone

2169 N. Main Street
208-667-5010

For more information, visit their website at **360cda.com**.

*Blue Extras! is a value added program and not connected to your benefit plan.
360 Fitness is an independent company and Blue Cross of Idaho
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ANYTIME FITNESS

In partnership with Anytime Fitness, Blue Cross of Idaho is pleased to offer our members 10% off the standard Anytime Fitness monthly fee.

With over 17 Idaho locations and nearly 700 clubs nationwide, Anytime Fitness offers an exceptional workout facility at an exceptional price. At Anytime Fitness you can work out any time, day or night, and the convenience of a 24-hour facility just can't be beat! Members have their own keycard to access their local club 7 days a week, 365 days a year.

In addition, after your first 30 days as an Anytime Fitness member, you receive Anywhere Club Access, a program that gives you full access to Anytime Fitness clubs nationwide.

Along with the state-of-the-art strength training and cardiovascular equipment, many clubs offer 24-hour tanning and personal training packages for an additional fee.

The Anytime Fitness mission is to help people thrive through a fit and active lifestyle! To learn more about Anytime Fitness and to find a club near you, visit **anytimefitness.com**. Fees and amenities vary by location.

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Anytime Fitness is an independent company and
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AXIOM FITNESS

Axiom Fitness has teamed up with Blue Cross of Idaho to offer members a special discount!

Axiom Fitness offers Blue Cross of Idaho members discounted rates for a new membership and there's no long-term commitment! Simply pay first and last month's dues for a month-to-month membership.

Membership Type and Fees*

Member

All club access

\$29 enrollment fee
\$29.95 monthly fee

**Current annual enhancement fee applies month's dues required*

Amenities (may vary by location)

- ▶ Sauna/steam/Jacuzzi
- ▶ Basketball
- ▶ Group spinning classes
- ▶ Women only area
- ▶ Racquetball courts
- ▶ Circuit training floor
- ▶ Free-weight area
- ▶ Cardiovascular center
- ▶ Group fitness classes
- ▶ Swimming pool

Other services, including personal training, massage, child care and a juice bar, are available for an additional fee. All payments are made via electronic funds transfer (EFT). When you are ready to join, please bring a checkbook or credit card and your Blue Cross of Idaho member ID card.

Locations

East Boise

404 E. Parkcenter Blvd, Suite 300

West Boise

8650 Fairview Avenue

Meridian

1455 Country Terrace Place, off Exit 44
1990 N. Eagle Road (at The Village)

Contacts

For more information, contact:

Curt Harris
208-472-1055 (office) 208-949-3639 (cell)
curt@axiomfitness.com

Or visit their website at **axiomfitness.com**.

*Blue Extras! is a value added program and not connected to your benefit plan.
Axiom Fitness is an independent company and Blue Cross of Idaho
is not responsible for its services or products.*

CLASSICS GUIDED FITNESS

If you can remember the make and model of the car you drove in the 70s and are concerned about staying active, Classics Guided Fitness may be the perfect fitness center for you! Classics helps individuals over 50 maintain better health by understanding the fitness needs and challenges we all face as we get older and designing programs to keep you moving.

Membership Fees

Blue Cross of Idaho members over age 50 are eligible for a special membership rate of \$27 per month (after a \$39 initial enrollment fee).

Personally-guided Fitness beyond Age 50

Classics' fitness center programs are designed by experts who understand the frequency, duration, intensity, and types of exercise that benefit people over 50. New members receive an initial evaluation to tailor a program specifically to his or her needs and to ensure an exercise program is safe. Classics' employees continually monitor and reassess the member's program to determine if exercise is still warranted or if a referral back to the member's physician is needed. With this customized program, you can be confident you'll always be safe and on the most beneficial plan.

If your physician or physical therapist determines you should stop exercising at Classics, they will freeze your account until you are well again. Also, if you enjoy traveling, they can freeze your account for up to two months with no monthly fee and then extend the yearly membership agreement accordingly.

Amenities

- ▶ 20 circuit training workout stations
- ▶ Stationary bicycles
- ▶ Treadmills
- ▶ Exercise balls with a classroom setting for privacy
- ▶ Resistance bands
- ▶ Balance stations
- ▶ Various fitness level stations from basic to advanced
- ▶ Nutritional plans
- ▶ Ageless yoga and Pilates classes
- ▶ Unlimited use of fitness specialists for form and quality questions

Location

Twin Falls

1411 Falls Avenue E., Suite 401

For more information, visit their website at **classicsfitness.com**.

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Classics Guided Fitness is an independent company and
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CURVES

Blue Cross of Idaho has teamed with Curves to offer special rates at the premier, women-only fitness programs in Idaho. Blue Cross members are entitled to discounted rates that vary based on each location's fee schedule. We've listed the participating Curves locations below.

Curves features a one-stop, affordable exercise and nutrition program that combines a 30-minute workout with the support of in-house personal trainers. To help members better achieve their weight loss goals, Curves Complete now offers a comprehensive program with exercise, diet and coaching – all in one program and at one place.

Curves members have full access to any Curves fitness facility and with over 10,000 locations worldwide, the nearest Curves is never far away.

Discounted rates and hours of operation for each facility are available on the Blue Cross of Idaho website at bcidaho.com.

Amenities

- ▶ Circuit strength and cardio training
- ▶ One-on-one nutrition counseling
- ▶ In-club nutrition support groups
- ▶ Trainers to help members achieve their weight and fitness goals
- ▶ Worldwide access to Curves fitness facilities (minimum 12-month membership)

Curves members can also access online programs such as the Curves Complete nutritional system and Curves Smart, a customized personal coach for a small additional fee.

Participating Locations

Burley

2147 Albion Avenue
208-678-2754

Coeur d'Alene

6848 N. Government Way
208-772-3768

Idaho Falls

2243 17th Street
208-542-0471

Nampa

1312 Edgewater Circle
208-461-4534

Post Falls

2700 E. Seltice Way
208-457-8120

Twin Falls

690 Blue Lakes Blvd. N.
208-734-7300

For more information, contact one of the participating locations or visit curves.com.

*Blue Extras! is a value added program and not connected to your benefit plan.
Curves is an independent company and Blue Cross of Idaho
is not responsible for its services or products.*

FIT FOR ADVENTURE

Fit for Adventure offers the casual, friendly atmosphere of a 24-hour neighborhood fitness center with the latest in upscale fitness equipment. As a Blue Cross of Idaho member, you are entitled to discounted rates and one free session with a trainer to get you started.

12 Month Membership Fees

	Enrollment Fee	Monthly Fee
Single	\$25	\$23
Couple	\$25	\$38
Dependent (household member)*	\$10 key card fee	\$8 additional monthly fee

*12-14 years of age must be accompanied by an adult member

Amenities

Fit for Adventure features top of the line equipment, including Hammer Strength, Life Fitness, Matrix, Precor and Star Trac.

Members have access to:

- ▶ Circuit training
- ▶ Rowing machines
- ▶ Recumbent stationary bikes
- ▶ Spin bikes
- ▶ Nordic-Track
- ▶ Incline treadmills (max 30% incline)
- ▶ Ellipticals
- ▶ StairMaster
- ▶ VersaClimber
- ▶ Free weights
- ▶ Punching bags
- ▶ Fitness classes including kick boxing, yoga, aerobic step, and spin

Club members also have access to additional services for a separate fee. Look for monthly nutrition classes, an innovative Boot Camp fitness program, and Hybridfit – Idaho's only indoor obstacle adventure course!

Location

Boise

4585 S. Cloverdale Road

Contacts

For more information, contact:

Travis Chapin

208-395-1234 office

info@fitforadventure.com

Or visit their website at fitforadventure.com.

*Blue Extras! is a value added program and not connected to your benefit plan.
Fit for Adventure is an independent company and
Blue Cross of Idaho is not responsible for its services or products.*

FITNESS INC. HEALTH CLUB AND METRO HEALTH SPA

As a Blue Cross of Idaho member, you qualify for the following discounted rates at Pocatello's leaders in fitness. Even better, your rates are guaranteed to never increase as long as you remain a member of both Blue Cross of Idaho and the fitness facility. To save even more, prepay your annual dues and you'll receive an additional 10% discount!

Membership Type and Fees

	One-time Enrollment Fee	Single Monthly	Couple Monthly (per person)
Member	\$99	\$32	\$24
Dependent (age 9 or younger)		Free	Free
Dependent (10-17 yrs) add'l monthly fee		\$9.25	\$9.25
Dependent (18-25 yrs same address*) add'l monthly fee		\$18	\$18

*Must be in school, carrying 6+ credits

Adult members are welcome to use both facilities; however, please note the Metro Health Spa is an adult only facility. Both facilities feature an extensive array of fitness equipment and classes. Additional services including personal trainers and on-site child care are available for an added fee.

Amenities (may vary by location)

- ▶ 9 Racquetball/handball courts
- ▶ 3 spacious aerobic rooms
- ▶ 70+ aerobic classes each week
- ▶ 5 weight rooms
- ▶ Indoor track
- ▶ Basketball gym
- ▶ Treadmills
- ▶ Elliptical machines
- ▶ Stair climbers
- ▶ VersaClimbers
- ▶ Stationary bikes
- ▶ Nordic-Tracks
- ▶ Rowing machines
- ▶ 2 heated indoor swimming pools
- ▶ 3 steam rooms
- ▶ 5 hot tubs
- ▶ 4 saunas
- ▶ Menthol inhalation
- ▶ Locker rooms & showers

Locations

Pocatello

Fitness Inc. Health Club
1800 Garrett Way #19
208-233-8035

Metro Health Spa (Adult Only)

442 N. Arthur Avenue
208-232-4541

Blue Extras! is a value added program and not connected to your benefit plan. Fitness Inc. Health Club and Metro Health Spa is an independent company and Blue Cross of Idaho is not responsible for its services or products.

GOLD'S GYM - POCATELLO

Gold's Gym in Pocatello offers a special rate for Blue Cross of Idaho members. With great hours that revolve around your lifestyle, there is no better time to experience Gold's than now! They offer a great variety of memberships to fit every lifestyle, including month-to-month options, and as long as your Gold's membership remains active, Gold's guarantees your rates for life.

At Gold's you'll find all of the latest cardio and strength training equipment along with dynamic group exercise programs like yoga, group cycling, mixed martial arts, muscle endurance training and Pilates.

If you'd like to check out Gold's Pocatello facility and try a few classes before making a decision to join, contact Gold's and ask about a free 7-day membership.

12 Month Membership Fees

	Enrollment Fee	Processing* Fee	Monthly Fee
Member	\$0	\$69	\$34
Dependent	\$0	\$69	\$26

*One time only

Amenities

- ▶ Group exercise classes
- ▶ Resistance training
- ▶ Cardio floor
- ▶ Free weights
- ▶ Basketball
- ▶ Racquetball
- ▶ Indoor pool
- ▶ Sauna & Steam room
- ▶ Women's only exercise room
- ▶ Member fitRewards! program

Other services, including personal training, nutritional counseling, daycare, preschool, tanning, and Exergaming youth programs are available for an additional fee.

Location

Pocatello

1800 Flandro Drive, Suite 200

Contacts

For more information, contact:

Jodi Phillips

208-237-4653

goldjodi@yahoo.com

Or visit their website at **goldsgym.com**. You can also find them on Facebook.

Blue Extras! is a value added program and not connected to your benefit plan.

Gold's Gym Pocatello. is an independent company and

Blue Cross of Idaho is not responsible for its services or products.

GROANER'S GYM

Need help with your fitness goals? Groaner's Gym has partnered with Blue Cross of Idaho to offer a special discount to Blue Cross members in the Grangeville area. Groaner's offers all the tools you need to support a healthier lifestyle and they're accessible 24/7. You create your own workout schedule - come in anytime with your personal access key. Additionally, a full schedule of classes is included with your membership at no additional cost.

12 Month Membership Fees*

	Enrollment Fee	Monthly Fee	Access Key
Member	Waived	10% discount	\$15
Dependent (15+years)	Waived	10% discount	\$15

* Members can prepay fees or pay monthly through Groaner's autopay system.

Amenities

Your Groaner's membership includes use of their 5,000 sq. ft. gym and the following amenities:

- ▶ Circuit training room
- ▶ Stationary bicycles
- ▶ Treadmills
- ▶ Elliptical trainers
- ▶ Rowing machine
- ▶ Stair stepper
- ▶ Nautilus machines and other stack weight equipment
- ▶ Free weight strength training room
- ▶ TRX and use of additional training DVD's in the classroom

Members can take advantage of Groaner's core of instructed classes including spinning, ZUMBA!, step aerobics, strength training, circuit training, Pilates and aqua aerobics). Groaner's also offers on-site massage by appointment with massage therapist Rachel Burrell for an additional fee.

Location

Grangeville

505 W. Main Street
208-983-7070

Contacts

For more information, contact:
Cindy Nelson, Office Manager
208-983-7070

Or visit their website at groanersgym.com.

*Blue Extras! is a value added program and not connected to your benefit plan.
Groaners Fitness Club Inc. is an independent company and
Blue Cross of Idaho is not responsible for its services or products.*

GROVE FITNESS CLUB & SPA

We have a fantastic opportunity for Blue Cross of Idaho members. You can now join the Grove Fitness Club & Spa for a special low rate. This is a premiere adult-only facility located on the fifth floor of the Grove Hotel.

The Grove Fitness Club offers state-of-the-art equipment, including the latest FreeMotion cardio systems, instructor-led group classes and Fitness on Demand classes that range from 20 minutes to one hour. There are no contracts to sign; members can pay monthly with no long-term commitment.

Visitors are welcome! Stop by the Grove Fitness Club & Spa today and take a look at the spectacular views of downtown Boise, and experience the clean, customer friendly environment of this outstanding facility.

Membership Type and Fees*

	Enrollment Fee	Monthly Fee
Member	\$10	\$34
Couple	\$20	\$44

*First and last month's dues required at time of enrollment.

Amenities

- ▶ Treadmills
- ▶ Striders
- ▶ Recumbent and upright bicycles
- ▶ FreeMotion equipment
- ▶ Vibration platform
- ▶ Free weights
- ▶ Group classes including Rip 60, Fitness on Demand, cycling and yoga
- ▶ Hot tub
- ▶ 25 meter lap pool
- ▶ Dry or steam room
- ▶ Free towel service
- ▶ Locker room with Showers
- ▶ Free WiFi

Need to relax? Grove Fitness Club & Spa also offers a full range of massage and body treatments for an additional fee, or ask about a combined fitness/spa membership.

Location

Boise

245 S. Capitol Blvd, 5th Floor
208-514-4434

For more information, visit their website at
grovefitness-spa.com.

*Blue Extras! is a value added program and not connected to your benefit plan.
Grove Fitness Club & Spa is an independent company and
Blue Cross of Idaho is not responsible for its services or products.*

IDAHO ATHLETIC CLUB AND TOTAL WOMAN FITNESS

Join Treasure Valley's leader in fitness! Idaho Athletic Club and Total Woman Fitness now offer special 12-month rates for Blue Cross of Idaho members.

12 Month Membership Fees

	Enrollment Fee	All Club Access Monthly
Member	\$29	\$29
1st Dependent*	\$25	\$25
Each Additional Dependent*	\$20	\$20

*Same household, 10+ years of age

Amenities (may vary by location)

- ▶ Aerobic & step classes
- ▶ Circuit weight training
- ▶ Cross trainers
- ▶ Cycling classes
- ▶ Free weights
- ▶ Hammer strength
- ▶ Indoor basketball court
- ▶ Kickboxing
- ▶ Lifecycles
- ▶ Pilates
- ▶ Racquetball courts
- ▶ Sauna/steam room/pool
- ▶ Tanning
- ▶ Treadmills
- ▶ Yoga classes

New members will receive a free session with a fitness professional to help you achieve your fitness goals.

Locations

IDAHO ATHLETIC CLUB

Boise

1435 S. Maple Grove
208-376-6558

2999 N. Lakeharbor Lane
208-853-4224

Caldwell

4623 Enterprise Way
208-459-0729

Eagle

875 E. Plaza Drive
208-938-8410

Meridian

2340 S. Eagle Road
208-884-5251

1450 E. Fairview Avenue
208-888-0060

Nampa

5251 E. Exchange Way
208-442-6378

TOTAL WOMAN FITNESS (women only)

Meridian

1710 W. Cherry Lane
208-888-9192

For more information, visit their websites at idahoathleticclub.com and totalwomanfitness.net.

Blue Extras! is a value added program and not connected to your benefit plan. Idaho Athletic Club and Total Woman Fitness are independent companies and Blue Cross of Idaho is not responsible for their services or products.

KIMBERLY FITNESS CENTER

Kimberly Fitness Center is your community fitness center and offers a supportive environment to help you achieve your goals. New members receive an equipment orientation and an initial workout regimen based on your fitness level.

Blue Cross of Idaho members are eligible for a special discount at Kimberly Fitness Center. Simply show them your Blue Cross of Idaho member ID card to get the rates listed below.

Kimberly Fitness is dedicated to making our community strong and invites you to join them today!

12 Month Membership Fees

	Monthly Fee
Single Membership	\$24
Double Membership	\$44
Family Membership*	\$10 additional per child

**Family memberships may include children between the ages of 13 and 18. Dependents 16 and under must be accompanied by a parent.*

Amenities

- ▶ Treadmills with televisions
- ▶ Cross-trainer ellipticals
- ▶ Recumbent and upright stationary bikes
- ▶ Weight machine
- ▶ Free weights
- ▶ Stability balls, resistance bands
- ▶ Group fitness classes, including step-strength training, hi-lo aerobics, and cardio sculpt
- ▶ 2 private shower rooms
- ▶ Free play area for children

Services such as tanning, thirst quenchers, yoga and personal training are available for an additional fee.

Location

Kimberly

131 N. Main Street
208-423-5486

For more information, visit their website at **kimberlyfitnesscenter.com**.

*Blue Extras! is a value added program and not connected to your benefit plan.
Kimberly Fitness Center is an independent company and
Blue Cross of Idaho is not responsible for its services or products.*

KOKO FITCLUB

LET'S GO KOKO...IT'S FUN AND IT WORKS!

Join Koko FitClub for the world's best 30-minute workout! Koko FitClub provides member workout plans for the Koko Smartrainer and Koko cardio machines customized through the Koko Smartraining System™. Koko also provides customized nutrition planning through their Koko Fuel online tool.

Each Smartrainer offers more than 100 exercises; eliminating the need to move from machine to machine to achieve your fitness goals. When you're ready to work out, the Smartrainer greets you by name and guides you through your program for that day. Each time you come back, Koko automatically adapts your new session to all your previous progress. No two workouts are ever the same, so your mind and body stay continually challenged.

Not sure if this program is right for you? Call Koko FitClub and schedule a FREE consultation and assessment - a \$110 value.¹

Membership Type & Fees

	Enrollment Fee	Monthly Fee
Member	\$0*	\$79
Additional Family Members**	\$0*	\$79 w/ 1st month free

*Regularly \$158

**Same household

Amenities

- ▶ 5 Koko Smartrainers (automated personal training)
- ▶ 5 cardio machines (equipped with cardio smart training)
- ▶ Koko Fitcheck eBMI/lean muscle mass body composition calculation scale
- ▶ Shower
- ▶ Changing rooms

Location

Meridian

1626 S. Wells Avenue, Suite 110
(off Overland Road, 1 mile west of Eagle Road)

Contacts

For more information, contact:

Nina Hansen, Manager

208-906-2135

id.meridian@kokofitclub.com

Or visit their website at **kokofitclub.com**.

¹Based on one-hour with a Koko Fit Coach, body composition analysis, fit assessment, strength test and fitness program to match goals.

*Blue Extras! is a value added program and not connected to your benefit plan.
Koko FitClub is an independent company and
Blue Cross of Idaho is not responsible for its services or products.*

NORTH IDAHO ATHLETIC CLUB

Looking for a way to stay fit? North Idaho Athletic Club is offering a special discount for Blue Cross of Idaho members and there are no enrollment fees!

12 Month Membership Fees

Member	\$29 monthly fee
1st Dependent	\$25 monthly fee
Additional Dependents	\$20 monthly fee (per person)

Amenities

- ▶ 11 circuit training workout stations
- ▶ Stationary bicycles
- ▶ Treadmills
- ▶ Exercise balls
- ▶ Resistance bands
- ▶ Free weights
- ▶ Assisted pull-up/dip machine
- ▶ Nutritional plans
- ▶ Orientation from on-site professional personal trainer
- ▶ Fitness classes including Pilates, yoga, boot camp, step aerobics, spinning, lifting and karate

The following services are available for an additional fee:

- ▶ Tanning
- ▶ Kidcare
- ▶ Massage therapy
- ▶ Personal training
- ▶ Krav Maga and Akido (additional martial art forms)

Location

Moscow

408 S. Main Street
208-882-7884

For more information, visit their website at niathletic.com.

*Blue Extras! is a value added program and not connected to your benefit plan.
North Idaho Athletic Club is an independent company and
Blue Cross of Idaho is not responsible for its services or products.*

OZ FITNESS

Join OZ Fitness with a special rate for Blue Cross of Idaho members!

Membership Type and Fees

Member \$0 Start-up
\$39.99 monthly fee (single club access)
\$44.99 monthly fee (all club access)

Dependent (per family member add-on)** \$0 Start-up
\$24.99 monthly fee

** Family members include one family add-on over the age of 18 and any child 12-17 years of age. Club access for family members will correspond with member club access.*

Amenities (may vary by location)

- ▶ Multiple locations in Spokane
- ▶ Basketball court
- ▶ Yoga
- ▶ Pilates
- ▶ Cycling
- ▶ Kickboxing
- ▶ Aerobics
- ▶ Certified personal trainers
- ▶ Weight loss programs
- ▶ Free-weight area
- ▶ Advanced cardio equipment
- ▶ Variety of Selectorized weight machines
- ▶ Indoor heated pool
- ▶ Steam room, sauna, Jacuzzi
- ▶ Kids Club (6 months - 11 years)
- ▶ Pro Shop
- ▶ Racquetball courts
- ▶ 2 one-hour sessions with a trainer

All memberships are pay as you go - no long-term contracts! Pay your dues monthly through electronic funds transfer or on an annual basis. Dues are subject to a one-year lock-in rate. To take advantage of this special offer, you will need to provide your Blue Cross of Idaho identification card at the time of enrollment.

**No other discounts can be used with this offer. Must be at least 18 years old, or 12 with parent. You must show proof of membership with Blue Cross of Idaho at the time of enrollment. Additional family members must be related as a spouse, domestic partner or child (12-17 years old) of the member and live at the same address as the member. See club for complete details.*

Contacts

For more information, contact:
Julie Greely, Regional Corp Sales Director
509-747-2500

Or visit their website at ozfitness.com.

Blue Extras! is a value added program and not connected to your benefit plan. OZ Fitness is an independent company and Blue Cross of Idaho is not responsible for its services or products.

PEAK HEALTH & WELLNESS CENTER

Join Peak Health & Wellness Center and you're entitled to a 5% discount* on any prepaid membership fee! Your membership gives you access to three locations in North Idaho with over 100,000 square feet of fitness options. In addition, Peak has club-sharing arrangements with nearly 80 other locations throughout the Northwest. The fitness facilities offer a wide variety of amenities that may vary by location.

**5% discount is a one-time-only offer*

Amenities (may vary by location)

- ▶ Group fitness classes - over 90 classes to choose from!
- ▶ Full free weight and plate-loaded equipment
- ▶ 40+ cardio machines per location
- ▶ Basketball court (Post Falls & Ironwood locations only)
- ▶ Racquetball courts (Ironwood location only)
- ▶ Locker rooms with saunas

Additional services such as child care, a juice bar, tanning booths and personal trainers are available for an additional fee.

Locations

Post Falls

927 E. Polston Avenue, Suite 101
208-773-0601

Hayden

190 W. Centa Drive, Suite A
208-762-9014

Coeur d'Alene

940 Ironwood Drive
208-667-2582

For more information, visit their website at **thepeakid.com**.

Going to be traveling? Visit **fitlifecлубs.com** to find a friendly fitness facility near your destination.

*Blue Extras! is a value added program and not connected to your benefit plan.
Peak Health & Wellness Center is an independent company and
Blue Cross of Idaho is not responsible for its services or products.*

POCATELLO ATHLETIC CLUB

The Pocatello Athletic Club is a fully equipped gym, but so much more! Every type of equipment for cardio and weight training, without the overwhelmed feeling you might get in a larger gym. Their experienced and qualified personal trainers specialize in group fitness training, nutrition, and classes.

Blue Cross of Idaho members receive an upgraded Platinum membership for a special low rate when you join the Pocatello Athletic Club. Platinum memberships feature unlimited group fitness classes and unlimited guest privileges at no additional cost.

Membership Type and Fees

	Enrollment Fee	Monthly Fee
Member	\$20	\$19.99
Dependent (ages 12 – 21)	\$20	\$14.99

Amenities

- ▶ 15 treadmills
- ▶ 14 elliptical machines
- ▶ Stationary, recumbent, and spin bicycles
- ▶ Free weights
- ▶ Weight machines
- ▶ Group fitness classes, such as spinning, yoga, Pilates, and custom-designed aerobic and strength classes
- ▶ Personal training

In addition, Platinum members can take advantage of the club's KidCare services for a discounted rate.

Location

Pocatello
1435 N. Main St
208-234-4177

For more information, visit their website at **pocatelloathleticclub.com**.

Blue Extras! is a value added program and not connected to your benefit plan. Pocatello Athletic Club is an independent company and Blue Cross of Idaho is not responsible for its services or products.

SNAP FITNESS

Snap Fitness provides the solution between managing your busy life and the desire to stay fit. They bring you fast, convenient and affordable workouts into neighborhoods – minutes from your doorstep – with their 24/7 state-of-the-art fitness centers.

Membership Type and Fees*

Enrollment	\$25 one-time fee
Access Card Fee	\$20 one-time fee
Single Membership	\$34.95 per month
Double Membership (2 members)	\$54.95 per month
Family Membership (3+ members)	\$64.95 per month

Minimum dependent age is 13

Snap Fitness supports your fitness goals with on-site fitness professionals; online tools including your own personal webpage and virtual trainer; and health and wellness coaches that are only a phone call away. You can rely on a clean, friendly, safe environment to work out.

Amenities

- ▶ No contracts!
- ▶ Cybex and Matrix cardio, circuit weights and free weights
- ▶ Octane elliptical with circuit training attachments
- ▶ Woodway treadmill
- ▶ Suspension training systems
- ▶ Free online training center
- ▶ Free online nutrition center
- ▶ Free equipment orientation and fitness plan
- ▶ Free fitness assessment
- ▶ Access to Snap fitness facilities (over 1,300) nationwide

Locations

Coeur d'Alene

3270 W. Prairie

208-772-4900

coeurdalene@snapfitness.com

Hayden

231 W. Hayden Avenue, Suite D

208-209-7089

haydenlake@snapfitness.com

For more information, visit their websites at

snapfitness.com/coeurdalene or **snapfitness.com/haydenlake**.

*Blue Extras! is a value added program and not connected to your benefit plan.
Snap Fitness is an independent company and Blue Cross of Idaho
is not responsible for its services or products.*

WITH PERFORMANCE

Remember the last time you tried a personal trainer at a traditional fitness facility? Was he more interested in his personal life than providing you with support and motivation? If this was your situation, then WITH Performance is for you! WITH Performance offers elite, revolutionary training that challenges conventional fitness perceptions. Members see results from hard work, monitoring weight loss, energy levels, sleep and more with easy-to-use trackers. Members appreciate the warm, friendly atmosphere and professional staff who are eager to help members achieve their fitness goals.

The innovative WITH Performance experience begins with a comprehensive assessment of your health, including a movement and agility screen, a cardiovascular fitness assessment, nutrition consultation and goal-setting exercise. The data from the initial assessment generates an individualized workout every time you go to the gym.

Blue Cross of Idaho members receive a discount and memberships are month-to-month, so there's no long-term commitment.

Membership Type and Fees

	Enrollment Fee	Monthly Fee
Member	\$59	\$65
Dependent (age 18+)	\$59	\$65

Amenities

- ▶ Programmed circuits via computer monitors at kiosks located around the facility
- ▶ Free weights
- ▶ Stationary bikes
- ▶ Treadmills
- ▶ Elliptical machines
- ▶ Cardio equipment

Want a greater challenge? On-site professional staff offer intense, personalized training sessions for an additional fee. Or, you can train to participate in a marathon or triathlon.

Location

Coeur d'Alene

1950 Bellerive Lane, Suite 106-A
208-660-9378

For more information, visit their website at **withperformance.com**.

Blue Extras! is a value added program and not connected to your benefit plan. WITH Performance is an independent company and Blue Cross of Idaho is not responsible for its services or products.

WORLD GYM

Real Gyms, Real People, Real Results!

Are you looking for a fitness club in Southeast Idaho? World Gym is pleased to offer discounted rates to Blue Cross of Idaho members. World Gym members enjoy the largest selection of cardiovascular equipment and strength training in Southeast Idaho. And, for an additional \$5 per month, members have full access to all three World Gym locations.

Membership Type and Fees*

	Enrollment Fee	Monthly Fee
Member	\$79	\$31.95
Spouse – additional fee	N/A	\$25
Children (ages 12-19) additional fee:		
1st Child	N/A	\$15
2nd Child	N/A	\$10
3rd Child and each child thereafter	N/A	\$5

*Requires a minimum one-year membership

Amenities (may vary by location)

- ▶ Circuit training area
- ▶ Over 400 group fitness classes per month
- ▶ Spinning studios
- ▶ Power lifting area for extreme lifters (Idaho Falls location only)
- ▶ Mixed martial arts program (Idaho Falls location only)
- ▶ Racquetball (Rexburg location only)

Other services such as Kids' World childcare center, Solar Connection tanning salon, personal training and massage are available for an additional fee.

Locations

Idaho Falls

1515 Northgate Mile
208-552-0500

Rexburg

730 W. 7th North
208-356-7780

Pocatello

1435 N. Main Street
208-234-4177

*Blue Extras! is a value added program and not connected to your benefit plan.
World Gym is an independent company and Blue Cross of Idaho
is not responsible for its services or products.*

MAGIC VALLEY YMCA

The Magic Valley YMCA has been growing! Magic Valley residents discovered that the Y isn't just a place to get on a treadmill or lift weights, but a positive local facility that offers activities and programs for everyone – from infants to senior citizens. Now, the Y has partnered with Blue Cross of Idaho to give their members great rates and benefits.

Membership Type and Fees

	Enrollment Fee	Monthly Fee
Member	\$25	\$39
Family*	\$37.50	\$59

**Includes the member, significant other, and dependents in the same household under age 23.*

With a Y membership, you'll have access to all three locations, including their year-round Olympic-size pool. Members can attend any of the Y's 160 group fitness classes offered each week. For families with children, both fitness centers offer free child watch for up to 2 hours per day, and offer youth fitness classes. Beginning in early 2015, the Y's Elizabeth Boulevard location will be home to their Indoor Kid's Adventure Center, with 80 different activities to promote and improve a child's fitness level. Elizabeth Boulevard also opens the Kyle Family Indoor Water Park in 2015. The new park includes a 30-foot slide, as well as other aqua play equipment.

Amenities

- ▶ Year-round swimming in an Olympic-size pool
- ▶ Indoor family waterpark scheduled to open early 2015 (Elizabeth Blvd. location only)
- ▶ Over 160 group fitness classes per week
- ▶ State of the art strength and cardio equipment
- ▶ New member orientation
- ▶ Healthy Start assessment
- ▶ Special Members Only events
- ▶ Free child watch up to two hours per day by CPR/first aid certified personnel

Now is the time to get in and see all of their improvements so far, and to be a part of the big additions in 2015!

Locations

Twin Falls

Elizabeth Boulevard YMCA
1751 Elizabeth Boulevard
208-733-4384

Canyon Rim YMCA
1881 Pole Line Road
208-733-4384 ext. 130

YMCA/City Pool
756 Locust Street North
208-733-4384 ext. 120

For more information, visit their website at ymcatf.com.

Blue Extras! is a value added program and not connected to your benefit plan. Magic Valley YMCA is an independent company and Blue Cross of Idaho is not responsible for its services or products.

AFFORDABLE HEARING AIDS

Would you like to hear well?

A hearing test is the first step. Maybe you just have wax build-up, which is causing a mild to moderate hearing loss. How will you know unless you have your ears checked?

Blue Cross of Idaho has partnered with Dr. Tia Flynn, a certified doctor of audiology, to offer a special discount to our North Idaho members. You will receive \$50 off one hearing aid or \$100 off a pair of hearing aids when you order them through Affordable Hearing. Be sure to ask for your Blue Cross of Idaho discount when you show your Blue Cross member ID card. This discount is in addition to Affordable Hearing Aids' everyday low price of 30% off Sonus elite retail pricing on major brands such as Siemens and Phonak.

Dr. Flynn will explain the advances in hearing aid technology and help you determine which hearing instrument is best for you and your budget. All digital hearing aids include a 3-year warranty, 3-year loss & damage coverage and a 3-year supply of batteries.

Affordable Hearing Aids, Inc. mission is:

To provide quality hearing healthcare, hearing aids and assistive listening devices for the hearing impaired of North Idaho.

Customer satisfaction is Dr. Flynn's number one priority. For more information or to schedule your evaluation, contact Dr. Flynn at:

Affordable Hearing Aids, Inc.

1601 3rd Street
Coeur d'Alene, ID 83814
208-664-2767

affordablehearinginc.com

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Affordable Hearing Aids, Inc. is an independent company and
Blue Cross of Idaho is not responsible for its services or products.*

AUDIOLOGY AND HEARING AID CENTER

HEARING ASSISTANCE FOR EVERY AGE

There can be many contributors to hearing loss and it's not confined to the elderly. Three out of every 1,000 babies are born with some degree of hearing loss. Through early detection it is possible to treat a child's hearing problems so that they can develop speech and language just like their peers. The certified clinical audiologists at Audiology and Hearing Aid Center will work with you to find the right solution for you or your family member's hearing loss.

Audiology and Hearing Aid Center offers up to a 45% discount on the latest hearing aid models, including hearing aids that are Bluetooth compatible! In addition, as a Blue Cross of Idaho member, you are entitled to two years of free batteries and a three-year warranty on most models at no additional charge. You always receive superior care at the clinic with a doctor of audiology who is interested in helping you better your life through better hearing.

It is Audiology and Hearing Aid Center's goal to improve communication and hearing health for you and your family. Their office is conveniently located near the corner of Fairview and Milwaukee in Boise, behind Walgreen's.

For more information, contact:

Audiology and Hearing Aid Center

1740 Milwaukee Street

Boise, ID 83704

208-658-0238

Or visit their website at **boisehears.com**.

Office Hours: Monday - Friday, 9 a.m. to 5 p.m.

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Audiology and Hearing Aid Center is an independent company and
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CLEARVIEW EYE CLINIC - HEARING & AUDIOLOGY

ClearView Eye Clinic recognizes the greatest moments in life are often filled with the wonders of both sight and sound. To further assist their patients, ClearView added an audiologist to their staff in 2013. They understand that having decreased hearing can be a challenge and are committed to the same exceptional patient satisfaction they offer their vision clients.

The onset of hearing loss can begin at any age and happen quickly or gradually over time. When you experience hearing loss, some sounds may not be clear or regular conversation may sound like mumbling or that people are talking too quickly. In many cases, an audiologist can help.

Depending on the level of hearing loss, there are several hearing device options to improve hearing. After selecting the appropriate hearing aid, their licensed audiologist will provide training on the use of the device, maintenance and programming.

ClearView Eye Clinic offers a 15% discount on hearing aids for Blue Cross of Idaho members.

For more information or to schedule a free hearing evaluation, contact:

ClearView Eye Clinic

2500 W. A Street, Suite 202

Moscow, ID 83843

866-770-2020

or visit their website at cveyes.com.

*Blue Extras! is a value added program and not connected to your benefit plan.
ClearView Eye Clinic is an independent company and
Blue Cross of Idaho is not responsible for its services or products.*

HEARING ZONE

If you're having trouble hearing, the clinical audiologists at Hearing Zone can evaluate your hearing, determine whether you have a hearing loss and make recommendations for your hearing healthcare. Should you need a hearing aid, their experienced audiologists using sophisticated computerized equipment will provide you with the latest technology within your price range.

Hearing Zone has teamed up with Blue Cross of Idaho to offer \$200 off the cost of each instrument and a free one-year supply of batteries with any hearing device purchase. Simply show a Hearing Zone representative your Blue Cross of Idaho identification card to receive the discount.

Hearing Zone is committed to excellence in service. Appointments are available six days a week and walk-ins are welcome.

Locations and Hours

Pocatello Hearing Zone

4155 Yellowstone Avenue, #1235
Pocatello, Idaho
208-238-0020

Monday – Friday: 9 a.m. to 6 p.m.
Saturday: 10 a.m. to 1 p.m.

Blackfoot Hearing Zone

340 W. Judicial Street, Suite 5
Blackfoot, Idaho
208-785-5551

Monday – Thursday: 9 a.m. to 4 p.m.

HEARPO

Blue Cross of Idaho is pleased to offer a hearing aid discount plan that makes hearing-aid services accessible and affordable. HearPO is one of the largest providers of hearing healthcare benefits in the United States. They offer members a variety of services and hearing aids from industry-leading manufacturers, including Phonak, ReSound, Starkey, Siemens and more to bring you the latest in hearing technology.

- ▶ Lowest Price Guarantee*: HearPO will gladly beat any other local provider's price by 5%
- ▶ 40% discount for testing and diagnostic services
- ▶ Choose from over 1,000 hearing aid models
- ▶ 3-Year warranty – one of the longest you'll find anywhere – on most hearing aids, covering repairs, loss and damage**
- ▶ 60-day no-risk trial period – if you are not satisfied, return your hearing aids within the trial period for a 100% refund
- ▶ One year follow-up care that includes cleaning, adjustment and other hearing aid services
- ▶ Convenient hearing clinics near you
- ▶ Free hearing aid batteries – a two-year supply mailed directly to your home (maximum of 80 per hearing aid, an approximate \$150 value)
- ▶ Financing options with up to 12-months NO INTEREST

How to Access Your Discounts

Step 1: Call 877-371-4075 and a Patient Care Advocate will assist you in finding a hearing care provider near you. For more program information, visit hearpo.com/bcidaho.

Step 2: The HearPO Advocate will explain the process, obtain your mailing information and assist you in making the appointment with the hearing care provider.

Step 3: HearPO will send information to you and the provider prior to your appointment. This will ensure your HearPO benefit is activated.

HearPO has had a 90% customer satisfaction rating for over a decade

*Competitor coupon required for verification of price and model. Limited to manufacturers offered through the HearPO program. Local provider quotes only will be matched.

**Some exclusions apply. Limited to one-time claim for loss and damage.

*Blue Extras! is a value added program and not connected to your benefit plan.
HearPO is an independent company and
Blue Cross of Idaho is not responsible for its services or products.*

MIRACLE EAR

Blue Cross of Idaho and Miracle-Ear® help you to enjoy better hearing.

Did you know that approximately 38 million Americans, or about one in every ten people deals with hearing loss? Good hearing is important to your quality of life. Healthy hearing makes it easier for you to communicate in your daily living as well as to keep you close to your friends and loved ones.

Blue Cross of Idaho, in conjunction with Miracle-Ear (d.b.a. Clear Corporation), is excited to offer a new hearing aid discount program available to all Blue Cross members. This program offers a 15% discount off the retail price of Miracle-Ear hearing aids.

(This discount will not be available in conjunction with any promotional pricing.)

Hearing aids are one of the mainstays of personal communication for people with hearing loss. Find out what you may be missing!

To find the participating store nearest to you, visit ***miracle-ear.com***.

*Blue Extras! is a value added program and not connected to your benefit plan.
Miracle Ear is an independent company and
Blue Cross of Idaho is not responsible for its services or products.*

TRU HEARING

DO YOU HAVE TROUBLE HEARING?

About 38 million Americans have hearing loss, including one of three people older than 60 and one in six people ages 41 to 59. Most hearing loss comes as we age or from exposure to very loud noises, but it can also come from impacted earwax, infections, and other medical problems.

As a Blue Cross of Idaho member, you and your extended family can save hundreds on the newest hearing aids. The average customer saves \$890 per hearing aid through the TruHearing® MemberPlus® program.

Quality and Choice

TruHearing offers over 90 new hearing aid models with the latest technology from five of the world's leading manufacturers (more than 400 styles to choose from). Many top models are available as TruHearing private label products, saving you even more.

Personalized Service

Getting great savings doesn't mean you have to sacrifice personal service. TruHearing will answer your questions, enroll you in MemberPlus, and schedule your first appointment with a professional hearing care provider near you. To ensure your satisfaction, TruHearing also offers you the following with each hearing aid purchase:

TruHearing Return & Warranty Program

- ▶ 45-day money-back guarantee
- ▶ 3-year manufacturer's repair warranty
- ▶ 3-year manufacturer's coverage for one-time loss & damage
- ▶ 48 batteries per hearing aid
- ▶ High-quality, professional care near you

MemberPlus Examples of Savings

(See full list of products and savings at truhearing.com/products)

	AV	TRU	SVGS
Phonak Audeo Q70	\$2,500	\$1,550	\$950
ReSound Alera 5	\$1,860	\$895	\$965
True Hearing Verso 7	\$2,410	\$1,250	\$1,160

For more information and to schedule an appointment, call TruHearing Customer Care today at 800-530-3974. To ensure MemberPlus savings, all appointments must be scheduled through TruHearing.

*Blue Extras! is a value added program and not connected to your benefit plan.
TruHearing is an independent company and
Blue Cross of Idaho is not responsible for its services or products.*

BAY ALARM MEDICAL

Live worry free with Bay Alarm Medical Alert System

Falls and medical emergencies can happen to anyone, but older folks and those who live alone have more reason for concern. Peace of mind is just a button's push away. The Bay Alarm Medical alert system provides contact to professionally trained emergency operators who alert family, friends or neighbors, and if necessary, local 911 emergency services on your behalf. Bay Alarm Medical's singular mission is to protect the most important things in your life - family, health and independence.

The Bay Alarm Medical alert system features an easy to install base station that connects via your phone line with your choice of wrist or necklace-style pendant. With a Bay Alarm Medical alert system you are fully protected using industry-leading medical alert technology backed by one of the nation's most reliable 24-hour medical alert emergency call centers.

Blue Cross of Idaho members who subscribe to a Bay Alarm Medical alert system annually or quarterly receive:

- ▶ \$36 yearly discount when you choose an annual subscription (annual costs equal \$18.95 monthly)
- ▶ \$3.75 quarterly discount when you choose a quarterly subscription (quarterly costs equal \$23.70 monthly)
- ▶ Free shipping
- ▶ 10% off accessories
- ▶ Lifetime price guarantee
- ▶ Free monitoring for your spouse or an additional family member (requires purchase of an additional monitoring pendant)

To order or learn more about the Bay Alarm Medical alert system, visit bayalarmmedical.com or call 877-522-9633. Be sure to mention that you're a Blue Cross of Idaho member. Use promo code *bcid* when ordering online.

*Blue Extras! is a value added program and not connected to your benefit plan.
Bay Alarm Medical is an independent company and
Blue Cross of Idaho is not responsible for its services or products.*

ORTHODONTIC VALUES

At Blue Cross of Idaho, we know that maintaining good health and a healthy smile is important to everyone. We also know that our members may or may not have a dental insurance plan with orthodontic benefits. This is why we have teamed up with orthodontists eager to provide exceptional patient care and service.

If you are a Blue Cross of Idaho member, no matter what your plan covers, you will receive a discount of \$400 off the total cost of full orthodontic treatment plans for eligible family members. Simply show the Blue Extras! provider your Blue Cross of Idaho member ID card before treatment begins. The discount applies to treatment plans initiated after the orthodontist's effective date.

Provider List

Dr. Scott Alexander
(Effective 4-27-10)
Boise, ID
208-331-5080

Dr. Jason Howell
(Effective 7-9-10)
Meridian, ID
208-893-5151

Dr. Dwight Baker
(Effective 8-4-10)
Idaho Falls, ID
208-524-0644

Dr. Jacob Jarvis
(Effective 5-19-08)
Boise, ID
208-667-3341

Dr. Bret B. Christensen
(Effective 10-23-08)
Lewiston, ID
208-798-4427

Eagle, ID
208-939-7085

Dr. Jared Gill
(Effective 4-7-10)
Idaho Falls, ID
208-881-3368

Dr. Jeffrey Johnson
(Effective 4-7-10)
Idaho Falls, ID
208-529-3500

Dr. Michael Gold
(Effective 2-22-10)
Meridian, ID
208-884-5556

Dr. Christopher Kelson
(Effective 1-24-11)
Boise, ID
208-378-1300

Meridian, ID
208-378-1300

*Blue Extras! is a value added program and not connected to your benefit plan.
The above orthodontists are independent providers and
Blue Cross of Idaho is not responsible for their services or products.*



Dr. Laura K. Lineberry
(Effective 12-12-07)
Boise, ID
208-658-9470

Mountain Home, ID
208-587-4422

Dr. Phillip D. Lowder
(Effective 11-11-08)
Rigby, ID
208-745-7407

Idaho Falls, ID
208-524-1404

Sugar City, ID
208-745-7407

Dr. Marcus Lowry
(Effective 9-1-11)
Meridian, ID
208-855-5045

Nampa, ID
208-461-9288

Dr. Layne McCord
(Effective 1-28-10)
Idaho Falls, ID
208-529-8333

Dr. Samuel G. Smith
(Effective 9-18-08)
Boise, ID
208-321-7006

Eagle, ID
208-939-2311

Dr. David Wilkinson
(Effective 10-15-07)
Lewiston, ID
208-746-0479

*Blue Extras! is a value added program and not connected to your benefit plan.
The above orthodontists are independent providers and
Blue Cross of Idaho is not responsible for their services or products.*

ARTISAN OPTICS

Considering LASIK surgery? Hate the idea of a steel blade cutting your eye? You're not alone. That's why bladeless LASIK, or IntraLase, is preferred by patients three to one. Artisan Optics LASIK Center offers a 15% discount to Blue Cross of Idaho members on all types of blade-free laser vision correction.

Artisan Optics' surgeons combine extensive experience with a commitment to provide only the very best care to every patient. Artisan Optics' high standards ensure that every aspect of your care will be a quality experience. In addition, the use of bladeless LASIK has been proven to result in more satisfactory outcomes and a shorter recovery time.

0% Financing

Don't put off improving your vision because of financial concerns. Artisan Optics offers the CareCredit card, North America's leading patient payment program. CareCredit lets you begin treatment immediately - then pay over time with low monthly payments that fit easily into your budget. Now you don't have to save up for years to finally get the vision you've always wanted.

Get started today! Contact Artisan Optics to schedule your free LASIK screening.

Contact Information

7960 W. Rifleman, Suite #150
Boise, Idaho 83704
208-377-8899

Or visit their website at artisanoptics.com/Services/LASIK/.

*Blue Extras! is a value added program and not connected to your benefit plan.
Artisan Optics is an independent company and
Blue Cross of Idaho is not responsible for its services or products.*

CLEARVIEW EYE CLINIC

Do corrective glasses or contacts prevent you from doing things you enjoy?

If you have nearsightedness, farsightedness – even astigmatism – you are a likely candidate for laser vision correction or LASIK.

ClearView Eye Clinic provides Blue Cross of Idaho members a 20% discount for LASIK treatment services. They offer the highest quality ophthalmic care by blending innovative technology and superior surgical technique with a core value of integrity, excellence and compassion.

Blade-Free Technology

ClearView Eye Clinic's blade-free high definition LASIK procedure allows them to customize your laser treatment by detecting and erasing the subtle irregularities in your eyes that reduce your vision quality and cause such problems as nighttime glare, halos and starbursts after LASIK. By eliminating these distortions, they can help restore your vision to a level you may never have dreamed possible.

If financing your procedure is a concern, ClearView offers several payment options, including interest-free financing plans with CareCredit®, and they work with a variety of flex spending and employee medical savings plans. To learn if you are a candidate, contact ClearView Eye Clinic today to schedule your free LASIK screening or visit their website at **cveyes.com**.

Contact Information

ClearView Eye Clinic

2500 W. A Street, Suite 202
Moscow, ID 83843
866-770-2020

Blue Extras! is a value added program and not connected to your benefit plan. ClearView Eye Clinic is an independent company and Blue Cross of Idaho is not responsible for its services or products.

DAVIS VISION

Good vision is essential to a healthy lifestyle. To help reduce eye care costs, Blue Cross of Idaho has teamed up with one of the nation's leading managed vision and eye care providers, Davis Vision, to offer our members discounts on routine eye examinations, prescription eyeglasses, and contact lenses through our BlueExtras! value-added discount program.

Members must pay the discounted fee for the services they receive and any fees not covered under this program. Visit our website at bcidaho.com to view the Davis Vision Discount Fee Schedule and the discounts available.

Laser Vision Correction

The Blue Extras! program also provides members the opportunity to receive laser vision correction services through Davis Vision at discounts of up to 25% off a participating provider's normal rate, or 5% off any advertised special (some providers offer flat fees equivalent to these discounts). Please verify the discounts available to you with a participating provider before electing treatment.

For a list of Davis Vision providers, visit davisvision.com/member and:

- ▶ Type in 7220 in the **Client Code** box. You do not need a login or password.
- ▶ Select **Find a Provider** to locate the nearest optometrist.
- ▶ Select **Laser Vision Correction** to locate the nearest laser vision center.

Blue Extras! is a value added program and not connected to your benefit plan. Davis Vision is an independent company and Blue Cross of Idaho is not responsible for its services or products.

HOLLINGSHEAD EYE CENTER

If you have nearsightedness, farsightedness or astigmatism, bladeless LASIK vision correction may help you see clearly again and reduce your dependence on glasses and contacts. Blue Cross of Idaho has teamed with one of the area's most experienced LASIK providers, Hollingshead Eye Center, to offer a 20% discount to Blue Cross of Idaho members.

SEE the Difference Experience Makes

The skill and experience of the eye surgeon is very important and Dr. Mark Hollingshead, a board-certified LASIK surgeon, was one of the first surgeons in Idaho to perform the revolutionary LASIK procedure. Since then, he has performed more than 15,000 LASIK procedures and remains dedicated to bringing the finest and latest technological advances in eye care to the area.

When you have a LASIK procedure your pre- and post-operative care may be provided by Dr. Hollingshead or by your referring doctor. In addition, Hollingshead Eye Center offers a variety of financing options for your convenience.

Begin your decision-making process by scheduling a free LASIK consultation at Hollingshead Eye Center. After evaluating the results of your tests, Dr. Hollingshead will meet with you to discuss if and how much you can expect to benefit from bladeless LASIK.

Contact Information

Hollingshead Eye Center

360 E. Mallard Drive, Suite 110

Boise, ID 83706

208-336-8700

or visit their website at **hollingsheadeyecenter.com**.

Blue Extras! is a value added program and not connected to your benefit plan. Hollingshead Eye Center is an independent company and Blue Cross of Idaho is not responsible for its services or products.

RESTORE VISION CENTERS

Restore Vision Centers (RVC) specialize in one thing: laser vision correction. Their staff of highly skilled surgeons uses state-of-the-art technology to ensure the best possible outcomes. RVC uses Star 4 exclusively – the respected laser technology that, according to FDA studies, consistently provides the best outcomes.

RVC offers a full range of laser services, from a basic LASIK/PRK procedure to correct common vision problems such as nearsightedness, farsightedness and astigmatism, to iLASIK, the only LASIK procedure approved for military pilots and astronauts. iLASIK combines the customized vision correction of CustomVue Wavefront and the blade-free IntraLase laser. CustomVue Wavefront is 25 times more accurate than traditional laser treatment and can produce better contrast, better night vision, and an overall greater chance of achieving your best vision.

Non-Wavefront procedures

- ▶ Over 99% RVC patients achieved 20/40 vision or better
- ▶ Over 90% achieved 20/20 vision or better

Wavefront procedures

- ▶ 98% achieved 20/20 or better!

Contact Restore Vision Centers today for a free, no-obligation evaluation to determine if you are a candidate for a laser vision procedure. Their doctors perform all evaluations, and if cost is an issue for you, RVC offers interest-FREE monthly payment plans for up to 24 months through Care Credit.

Blue Cross of Idaho members qualify for a 20% discount.

Contact Information

Restore Vision Centers (Idaho only)

West Boise Professional Center
8756 W. Emerald Street, Suite 196
Boise, ID 83704
208-375-6700
877-508-2020 toll-free

Or visit their website at **restorevisioncenters.com**.

Blue Extras! is a value added program and not connected to your benefit plan. Restore Vision Centers is an independent company and Blue Cross of Idaho is not responsible for its services or products.

TREASURE VALLEY EYE CENTER

Blue Cross of Idaho has joined with Treasure Valley Eye Center to offer members a discount on LASIK (laser vision correction) procedures. Treasure Valley Eye Center offers state-of-the-art technology at affordable prices, all in a welcoming environment. Treasure Valley Eye Center offers Blue Cross of Idaho members their choice of \$250 off the usual and customary rate per eye (\$500 off both eyes) or a 12-month, no-interest payment plan.

What is LASIK?

LASIK and PRK are surgical procedures that eliminate or reduce common visual errors such as nearsightedness, farsightedness and astigmatism. At Treasure Valley Eye Center, the surgeon performs laser vision correction (LASIK and PRK) with the latest technology, including CustomVue LASIK which captures a “fingerprint” of your vision to customize laser vision correction specifically to your eyes.

To find out if you’re a LASIK candidate, contact Treasure Valley Eye for a complimentary pre-LASIK screening. *Be sure to mention your Blue Cross of Idaho member discount.*

Contact Information

Treasure Valley Eye Center

520 S. Eagle Road, Suite 2203

Meridian, Idaho 83642

208-706-2020

drieverl@treasurevalleyeye.com

*Blue Extras! is a value added program and not connected to your benefit plan.
Treasure Valley Eye Center is an independent company and
Blue Cross of Idaho is not responsible for its services or products.*

TRUVISION

TruVision Contact Lens Discount Program

Blue Cross of Idaho members are eligible for an exceptional discount program to purchase brand-name contact lens products with savings ranging from 5% to 50% less than when purchased from a doctor's office. Plus, you'll receive free standard shipping on any order of \$99 or more! Go to **truvision.com** for details.

TruVision Laser Treatment

Tired of living with glasses or contacts? What if you could see clearly again without corrective eyewear?

As a Blue Cross of Idaho member, you will receive 10% off vision correction procedures, with prices starting at \$895 an eye*. TruVision works with only the best! Their network of highly trained optometrists, ophthalmologists and surgeons are committed to providing you with high quality care. In addition, TruVision's surgeons have performed over one million LASIK procedures!

Blue Cross of Idaho members are eligible for the following services:

- ▶ Consultation to determine candidacy
- ▶ Post-operative care
- ▶ A discount on the LASIK procedure that is right for you
- ▶ Affordable payment plans

Call TruVision at 866-493-2020 or visit their website at **truvision.com**.

**\$895 per eye fee for Traditional LASIK only. Traditional LASIK is not offered at all locations, and some patients may not qualify for Traditional LASIK due to medical concerns. The surgeon will make the final determination as to whether or which LASIK procedure is best suited for a patient. Typical discount is 10% off usual and customary fees at participating locations. A refundable deposit may be required at the time the services are scheduled.*

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Blue Cross of Idaho is not responsible for its services or products.*



Blue 
Cross of Idaho

Meridian

3000 East Pine Avenue
Meridian, Idaho | 83642-5995
Mailing Address: P.O. Box 7408
Boise, Idaho | 83707-1408
208-387-6683 | 800-365-2345

Coeur d'Alene

1450 Northwest Boulevard, Suite 106
Coeur d'Alene, Idaho | 83814
208-666-1495

Idaho Falls

1910 Channing Way
Mailing Address: P.O. Box 2287
Idaho Falls, Idaho | 83404
208-522-8813

Lewiston

1010 17th Street
Mailing Address: P.O. Box 1468
Lewiston, Idaho | 83501
208-746-0531

Pocatello

275 South 5th Avenue, Suite 150
Mailing Address: P.O. Box 2578
Pocatello, Idaho | 83206
208-232-6206

Twin Falls

1503 Blue Lakes Blvd. N.
Mailing Address: P.O. Box 5025
Twin Falls, Idaho | 83301
208-733-7258

bcidaho.com