

**Blue365®**

FREQUENTLY ASKED QUESTIONS



**Blue365** offers exclusive health and wellness deals, keeping you healthy and happy, every day of the year. Visit [www.Blue365deals.com/BlueKC](http://www.Blue365deals.com/BlueKC) to learn more and sign up today!

## What is Blue365?

Blue365 is a program sponsored by Blue Cross and Blue Shield of Kansas City (Blue KC) that helps you stay healthier, for less. This program is offered as an additional value for being a Blue KC member. Since 2007, Blue365 has offered discounts for members to save on products and services for a well-balanced lifestyle. The discounts fall into 6 different categories: Financial Health, Fitness, Healthy Eating, Lifestyle, Personal Care, and Wellness. Some previously featured discounts include

hearing aids, weight loss coaching programs, workout apparel, pedometers, and fitness club memberships.

These “Blue365 Deals” (which are different than the healthcare benefits that you have with Blue KC) can help you maintain a healthy lifestyle, while spending less at some of your favorite Blue365 Vendors nationwide.

### Is Blue365 health insurance?

No. Blue365 is separate from the healthcare benefits offered by Blue KC. The deals are designed to promote healthy living 365 days a year through enjoyable, wellness-focused offers.

### How to do I join?

Simply go to the website, fill out a quick registration form and choose your deal preferences. Once you are registered you can access all of the health and wellness deals that Blue365 has to offer.

### What do I get if I join?

After registration, members can browse and redeem deals and discounts directly through the website. When you see the discount you want, click on “view details”. You’ll either be given a coupon code that you can apply directly to your purchase on the vendor’s site, or you’ll be routed to the vendor’s site automatically and the discount will have already been applied for you.

Blue365 deals change periodically, so if you see one that you like, go ahead and take advantage of it while it’s still available. It may not be there the next time you log in. The discounts change based on what the vendor is offering, so there’s no set timeframe that each deal is available. And every week, an email will be sent directly to your inbox announcing a different deal or discount.

And every month, anyone that registers on the Blue365 website will receive an entry into a drawing for \$25. One winner will be chosen per month.

### How are the deal vendors selected?

The Blue365 team does independent research to bring new vendors on board. Members can also suggest their favorite brands for future deals directly on Blue365.

Visit [www.Blue365deals.com/BlueKC](http://www.Blue365deals.com/BlueKC) to learn more and sign up today!

### Have more questions?

Get in touch! You can email Blue365 at [support@blue365deals.com](mailto:support@blue365deals.com) or call us at **(855) 511-BLUE**.

We’ll gladly answer any further questions you might have – and until then, here’s to your health!



Kansas City

# Blue365

Because health is a big deal<sup>SM</sup>



© 2000-2017 Blue Cross Blue Shield Association – All Rights Reserved. The Blue365 program is brought to you by the Blue Cross Blue Shield Association. The Blue Cross Blue Shield Association is an association of independent, locally operated Blue Cross and/or Blue Shield Companies. Blue Cross and Blue Shield of Kansas City is an independent licensee of the Blue Cross Blue Shield Association. Blue365 offers access to savings on health and wellness products and services and other interesting items that Members may purchase from independent vendors, which are different from covered benefits under your policies with your local Blue Company, its contracts with Medicare, or any other applicable federal healthcare program.

To find out what is covered under your policies, contact your local Blue Company. The products and services described on the Site are neither offered nor guaranteed under your Blue Company’s contract with the Medicare program. In addition, they are not subject to the Medicare appeals process. Any disputes regarding your health insurance products and services may be subject to your Blue Company’s grievance process. BCBSA may receive payments from vendors providing products and services on or accessible through the Site. Neither BCBSA nor any Blue Company recommends, endorses, warrants, or guarantees any specific vendor, product or service available under or through the Blue365 Program or Site.