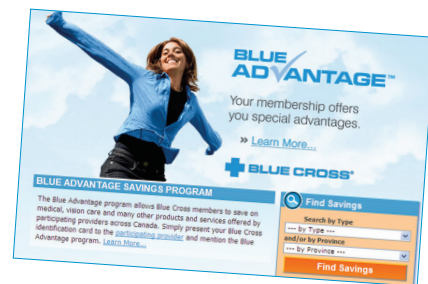


The **BLUE ADVANTAGE™** program

...bringing added
value to your plan



Even with extended health benefit coverage, sometimes it's a challenge for plan members to pay for health and dental products and services. Prices vary widely and can exceed the level of coverage provided through your benefit plan.

Fortunately, through your Alberta Blue Cross group plan, your plan members now have an extra advantage—Blue Advantage.

Blue Advantage is a program that allows Alberta Blue Cross plan members to save on medical, vision care and many other products and services offered by participating providers across Canada. Blue Advantage lists providers across Alberta that offer savings on everything from hearing aids, contact lenses and eyeglasses to laser surgery, medical devices, mobility equipment and fitness programs.

The Blue Advantage program is unique because it provides savings at point of sale on the total cost of products and services from participating providers across Canada, regardless of whether the item is covered under your benefit plan or not. To find savings, plan members just visit the Blue Advantage web site at www.blueadvantage.ca (also available as a link through the plan member section of the Alberta Blue Cross web site). Then to receive savings, plan members simply present their Alberta Blue Cross identification card to the participating provider and mention the Blue Advantage program.

Plan members can also sign up on the Blue Advantage web site to receive an e-mail newsletter featuring significant savings and new providers joining the program.

Promoting Blue Advantage

Promoting Blue Advantage to your plan members is easy. Just visit the Blue Advantage web site and click on the 'Employers' tab on the right hand side of the page for a link to PDF copies of a plan member brochure, poster, tent card and pay-cheque insert—all of which you can print and use as you see fit.

Start enjoying Blue Advantage today!

Which providers are currently offering savings?

The list of participating providers currently includes Beltone Canada hearing aids, Campus Discount for newspaper and magazine subscriptions, Clearly Contacts for contact lenses, Clearly Lasik for laser eye surgery, Curves fitness, Direct Alert home health monitoring, Eye Wear brand vision products, Lasik MD laser eye surgery, Law Protection Inc. legal services, Lenscrafters vision care products, MediChair mobility aids, Medisys travel health and vaccination clinics, Pearle Vision eyewear, Scootaround mobility solutions, Sears Optical products, Simply For Life fitness programs, Snap Fitness memberships, and Urban Poling equipment.

As more providers are expected to be signing up to offer savings through Blue Advantage, plan members are encouraged to check the Blue Advantage site regularly to see what new providers have joined. Plan members can also sign up on the Blue Advantage site to receive an e-mail newsletter to advise them of new savings.