



Welcome

Dear Business Partner:

As the year-end approaches, we've got some great developments to share with you. From community initiatives to improve children's health to our new dental products and our next WebMD class, we continue to offer you and your clients services and resources that add value to our world-class coverage.

In this issue, you'll learn about two new, upcoming dental products: Dental Blue® Preventive, and Dental Blue® PPO Preventive. Both plans offer affordable dental coverage with preventive services—and access to all of the benefits that go with being a Blue Cross Blue Shield of Massachusetts member, like our Healthy Blue programs, Member Self Service, and MyBlueHealth.

Our upcoming WebMD University class, "Stress. Less." is about beating stress, and covers how to recognize stress, the ways it can affect your health, and the best ways to beat it.

Finally, we've got an update about our BlueLinks Enrollment Management tool.

If you have any questions about any of these developments or products, please contact your Account Executive.

Sincerely,

Tim O'Brien
Senior Vice President
Sales

In the October 2004 issue of BlueLinks eNews:

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- [Update: BlueLinks Enrollment Management](#)
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Dental Updates

Good health isn't something limited to an annual physical checkup—regular oral care and preventive treatment have been shown to impact physical health. To that end, we have recently taken several steps toward improving our dental products and network access, all with an eye toward improving our members' overall health.

First, we've strengthened our network of available dental providers by offering a new, nationwide network partnership through DenteMax. The DenteMax network replaces Mutual of Omaha's Mutually Preferred Dental Network, and will increase member access to nearly 50,000 credentialed dental provider locations throughout the United States—an increase of almost 50 percent. Our new network relationship will become effective on January 1, 2005. All current dental members will receive new dental ID cards reflecting this change later in the year.

Second, we're looking forward to offering two new products: Dental Blue® Preventive and Dental Blue® PPO Preventive. Both of these plans provide diagnostic and preventive benefits—Dental Blue Preventive is a standard indemnity model, and Dental Blue PPO Preventive is a preferred provider organization (PPO) dental plan. These plans will be available for accounts with 51 or more employees beginning January 1, 2005, and for accounts with 1 to 50 employees beginning April 1, 2005.

All of our dental plans offer those enrolled the same value-added resources and services available to subscribers of medical plans, even when sold without medical coverage, including: our Healthy Blue programs and discounts, access to MyBlueHealth through Member Self Service, and all of our other web-based resources like a AHealthyMe.com, and bluecrossma.com/takecontrol.

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Update: BlueLinks Enrollment Management

BlueLinks Enrollment Management tool, our state-of-the-art, web-based enrollment maintenance tool has garnered tremendous feedback from many of you and your clients—thanks for letting us know that you find the application easy-to-use and efficient. To date, 3263 accounts have registered for BlueLinks and are conducting more than 8500 transactions per week.

In our July issue, we referenced the transition of DirectLink, our modem-based enrollment tool, to BlueLinks. Although we've converted most of you and your clients to BlueLinks, there are still some DirectLink users. Shutting down DirectLink will ensure the ongoing integrity of your clients' enrollment. In addition, migrating access to the BlueLinks Enrollment Management platform will provide the best service possible for you and your clients by streamlining our internal data systems. If you're still using DirectLink, contact your Account Executive to get registered. If you're interested in a demonstration, visit www.bluecrossma.com/foremployers for a quick tour.

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Focus on Children's Health

In 1998, Blue Cross Blue Shield of Massachusetts initiated the Jump Up and Go! program in response to an increase in childhood obesity and a decline in childhood physical activity.

Now in its eighth year, Jump Up and Go! is a multidimensional health and wellness initiative designed to help children, their families, and their communities become physically fit and develop lifelong healthy behaviors. The campaign features a fun, achievable, plan to eat healthy and become more physically active, with strategies that can strengthen family relationships, too.

We've recently updated our Jump Up and Go! website to include the information developed for parents and school and organization leaders. To learn more, visit the site at www.bluecrossma.com/jumpupandgo.

In support of the goals of the Jump Up and Go! program, Blue Cross Blue Shield of Massachusetts recently hosted the conference, "Active Body, Active Mind", which brought together health experts and community leaders to discuss the impact of childhood nutrition and fitness on academic achievement.

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Fight the Flu

You and your clients may be aware of the recent announcement of a flu vaccine shortage. We are working with our prevention and wellness team to provide up-to-date information to our most at-risk population to encourage them to make arrangements for their flu shots—members over age 65, and those with certain other health conditions.

We are also developing communications around flu prevention for all of our members and will be including this in future member newsletters.

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Project Bread and the Walk for Hunger

As part of our commitment to promoting healthy nutrition and healthy lifestyles among our members and in our community, embodied by our support for Jump Up and Go!, we are pleased to let you and your clients know that Blue Cross Blue Shield of Massachusetts will become the flagship sponsor of Project Bread's annual Walk for Hunger. The announcement was made by COO Cleve Killingsworth at the "Active Body, Active Mind" conference held on October 6. Said Killingsworth, "Our challenge as individuals and as a community is to give every family the key to eating well, living well, exercising, and helping their children thrive. The Walk for Hunger will assist many families in putting nutritious food on their tables."

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WebMD University: Stress. Less.

The next class in our free, online WebMD University series begins October 25 and runs through November 19. This class offers participants the chance to learn about the signs and symptoms of stress, as well as how to best manage it. Participants will also learn about how stress affects health and impacts lifestyle choices like smoking and alcohol use. Registration is currently underway, so log on to www.bluecrossma.com and click on the "Stress. Less." image or Online Education in the right hand menu.

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Jump Up and Go!
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