

For Immediate Release
September x, 1996

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Blue Cross and Blue Shield of Florida Offers 24-Hour Health Resource to Members

JACKSONVILLE, Fla. — When Blue Cross and Blue Shield of Florida (BCBSF) members want information about staying healthy or have questions about symptoms, they have a new resource on their side: Personal Health Advisor.

Personal Health Advisor is available 24 hours a day, seven days a week beginning October 1 for Medicare supplemental insurance members statewide and to members of all other BCBSF programs in northeast Florida. BCBSF will extend the service to all of its members in 1997.

Members can call (800) 750-8625 to listen to the AudioHealth Library, to speak to a registered nurse or to find out about health care resources local to them. Each call is toll-free and kept completely confidential.

“We believe that Personal Health Advisor adds another dimension to our quality health care programs,” said Larry Tremonti, M.D., vice president of quality and care management. “It allows BCBSF to partner with our customers so that they can learn more about their health.”

Topics in the AudioHealth Library range from heat stroke and hay fever to substance abuse and early detection for cancer. Over 430 topics are available for members to research. The role of the registered nurse is two-fold: to answer questions if the caller is sick or hurt and to educate members on health problems such as diabetes, asthma or high blood pressure. Finally, Personal Health Advisor can assist in finding new physicians for members who have moved, assist in making referrals and locate support groups for various health care concerns.

BCBSF is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies nationwide. A financially strong, tax-paying mutual insurance company, BCBSF is subject to the same regulation as other insurers operating in Florida.

