

Florida BLUE

PPO EDITION
Spring 2002

Expanding options with BlueComplements

Savings on
products and
services

**Alternative therapies:
benefits and cautions**
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**Know the signs of
skin cancer**
page 13

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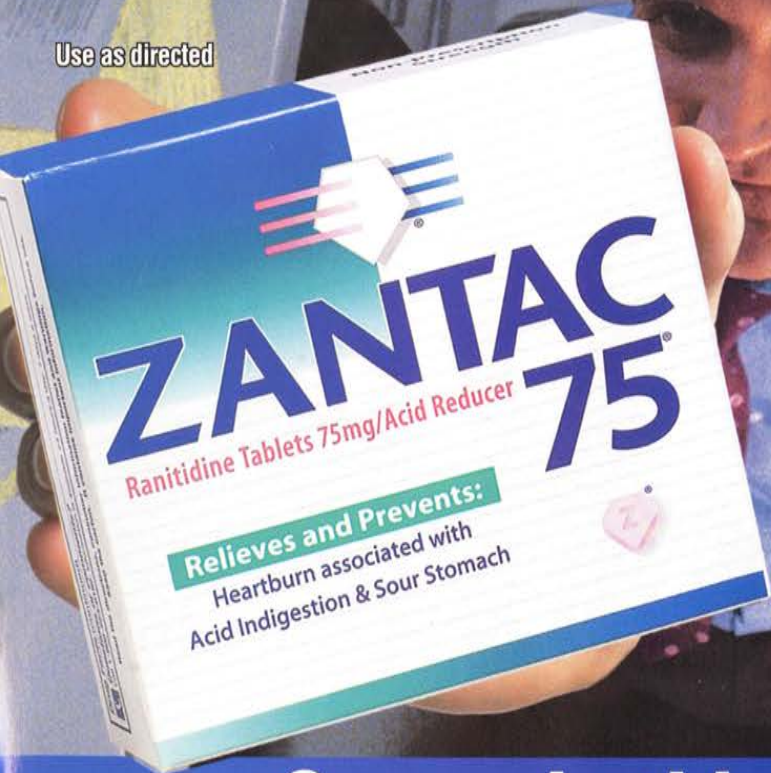
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If you have any comments or questions about this magazine, write to:

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Florida

BLUE

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www.amerchiro.org
www.amtamassage.org
www.medicalacupuncture.org

can **alternative** therapies help what ails you?

Many consumers are turning to alternative therapies to complement their health care treatment. In fact, a 1998 survey in the *Journal of the American Medical Association* revealed that four out of 10 Americans use complementary and alternative treatments for relief from numerous ailments. But there are cautions that you should know before using these therapies.

Chiropractic treatment

Chiropractors focus on the relationship of the body's joints, muscles and nervous system. Conditions treated include back and neck pain, as well as headaches. Central to treatment is an "adjustment" or manipulation of the spine. This is used to correct joint dysfunction, to decrease pain and to improve range of motion. In addition, the chiropractor may prescribe exercise, ice, heat, electrical muscle stimulation or ultrasound, supports and lifestyle changes. Together they may help to speed recovery. They also may prevent or minimize future episodes.

Chiropractic treatment can speed relief from acute back pain in the first month after symptoms appear. It also has been found to be significantly more effective than the medical or physiotherapy management of patients with chronic or severe low back pain.*

However, spinal manipulation can worsen some forms of arthritis, osteoporosis and herniated disks. Neck manipulation has a small risk of stroke (less than one case per million treatments).** Use caution if you have a history of these conditions. Also consult your family physician before seeking chiropractic care in certain cases. These include if you have long-term symptoms of numbness (especially in the groin or buttocks), swelling, dizziness or fainting, or if you use blood thinning or steroid drugs.

Massage

Massage therapists manipulate the soft tissue and structures of the body with their hands. Massage is used to alleviate discomfort and stress, as well as promote general health, wellness and relaxation. It can reduce the heart rate, lower blood pressure and increase circulation. It also relaxes muscles, improves flexibility, helps relieve pain and may enhance recovery from illness or injury.

Massage may not be appropriate if you have certain medical conditions. These include phlebitis, infectious disease, cardiac problems, certain skin conditions, inflammation or infection, open wounds and some forms of cancer. Massage is not a substitute for conservative medical care.

Only a few studies have examined the effectiveness of massage on ailing backs. But so far the news is good. One encouraging study compared patients who received massage, acupuncture or written self-care materials. The study concluded patients in the massage group had less pain and were more active than those who had received acupuncture. They also used less medication for their backs than patients in the other two groups.

Acupuncture

Acupuncturists insert fine needles into the skin at specific points on the body. This stimulates the nervous system to release chemicals in the muscles, spinal cord and brain that affect physical and emotional well-being. A 1997 National Institutes of Health consensus panel stated that acupuncture may be useful in treating low back pain as an alternative to standard therapy or as part of a comprehensive treatment program. Still, say Harvard doctors, there isn't enough reliable data currently available to determine whether acupuncture is effective for treating back pain.

The World Health Organization recommends acupuncture for a wide range of conditions. They include eye and mouth disorders, as well as digestive, orthopedic, neurological

Alternative therapies
continued from page 4

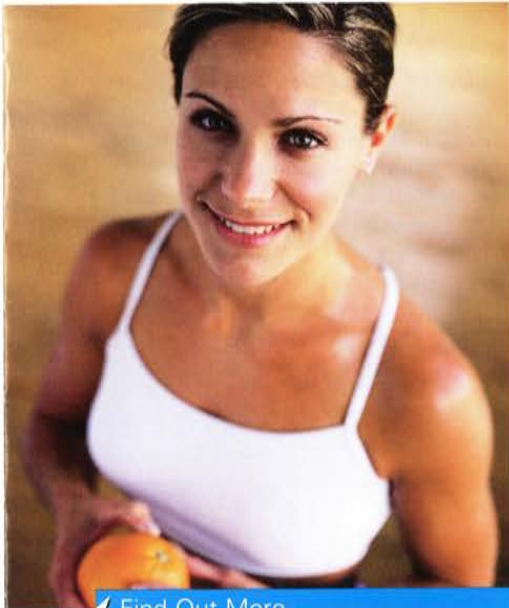
and respiratory problems, such as asthma.

Plan coverage

Coverage for complementary alternative services under our health plans varies. However, members can take advantage of Healthy Alternatives, a discount program for this type of complementary alternative care if it is not covered or after benefits are exhausted.

*Sources: Agency for Health Care Policy and Research; *British Medical Journal* (1990)

**1996 RAND Report, "The Appropriateness of Manipulation and Mobilization"



Find Out More

www.bcbsfl.com

Click on "BlueComplements"

Click on "Healthy Alternatives"

Click on "My Store"

ASHN / Healthyroads

877-335-2746

TTY Dial: 711

Healthy Alternatives:

discounts available on complementary alternative services

Interested in alternative health care options? Your BlueComplements package of value-added services includes our Healthy Alternatives program. Healthy Alternatives is a complementary alternative medicine discount program. It is administered by American Specialty Health Networks (ASHN), which has been awarded full accreditation by the American Accreditation Healthcare Commission/URAC. As a member in the Blue Cross and Blue Shield of Florida family of health care plans, you can receive discounts of up to 25 percent or more on services provided by chiropractors, massage therapists and acupuncturists in the ASHN program.

To locate an ASHN chiropractor, massage therapist or acupuncturist near you, call ASHN toll-free at 877-335-2746. Or contact ASHN online through Blue Cross and Blue Shield of Florida's website, www.bcbsfl.com.

Keep in mind that Healthy Alternatives is a discount program for certain types of complementary alternative care—not a benefit of your health care coverage plan. Therefore, you should exhaust any benefits available through your health plan before accessing the Healthy Alternatives discount program.

Also, ASHN recommends that prior to receiving complementary health care

services you confirm the provider's participation in the ASHN program and verify your financial responsibility.

Healthyroads

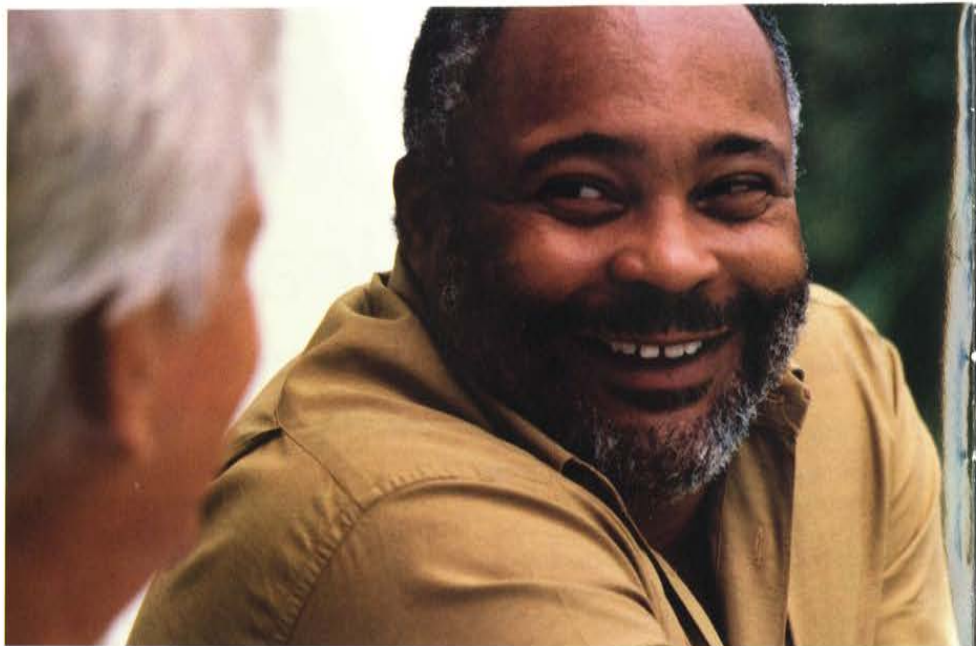
Another BlueComplements Value-added Advantage for You

How would you like to take advantage of discounts on thousands of health and wellness products, such as vitamins, sports nutrition remedies and fitness products?

Thanks to Healthyroads, you can. Healthyroads offers a myriad of health-related products: vitamins and supplements, herbal remedies, homeopathic remedies, natural therapies, diet and sports nutrition, yoga and fitness activities, personal body care, books and videos.

And because you are a member of Blue Cross and Blue Shield of Florida or Health Options, you can get even better discounts than the general public—15 percent to 45 percent off the manufacturer's suggested retail price—plus free standard shipping. To take advantage of these BlueComplements perks or view the products available, visit Healthyroads through our website, www.bcbsfl.com. Or call toll-free 877-335-2746 to order products or to request a free catalog.

now hear this



If your family complains that you turn up the television or radio too loud, that you often ask them to repeat themselves or that you only hear parts of conversations, you may be suffering from hearing loss.

About 28 million Americans suffer from hearing loss, according to the National Institute on Deafness and Other Communication Disorders. Most often their condition develops slowly—over a period of 25 to 30 years—and usually the loss is permanent.

Hearing loss can be caused by a variety of factors. Long-term overexposure to such excessive noise as gun-shooting, industrial noise or amplified music can permanently damage your hearing. A problem with the auditory nerve, often caused by a benign tumor that grows on the balance nerve, also can cause hearing loss. Inherited conditions can reduce hearing. Less common are auditory impairments caused by problems in the brain.

Everyone who lives long enough will develop some degree of age-related

hearing loss. Exposure to loud noises, family history or simply wear-and-tear of the systems that help you hear are the causes.

Because hearing problems in most people develop gradually, the trick is recognizing when it is happening. In addition to the symptoms mentioned above, if you can't hear the doorbell, you don't understand the punch line in a joke because you've missed too much of the story, or you need to ask others about the details of a meeting you just attended, you might be losing your hearing.

Find Out More

American Academy of Audiology
www.audiology.org

www.bcbsfl.com

Click on "BlueComplements"
Click on "HEARx"

HEARx
800-323-3277
TTY Dial: 711

HEARx Discount Hearing Program Available

Learn more about hearing loss and your options for improving your hearing through a program administered by HEARx, the largest hearing care organization accredited by the Joint Commission of Accreditation of Healthcare Organizations.

As part of our BlueComplements value-added services, members of Blue Cross and Blue Shield of Florida receive free hearing exams and 25 percent off the everyday retail price of hearing aids purchased at HEARx centers. Some special promotional prices will result in even higher savings.

For more information call HEARx toll free at **800-323-3277** or visit the Blue Cross and Blue Shield of Florida website, www.bcbsfl.com.



when should your child's eyes be tested?

To ensure the health of your child's eyes, the American Optometric Association recommends periodic vision exams at critical points in your child's development.

The first eye exam should be at birth. Your infant's eyes should be checked for congenital eye problems, which are rare but treated best when diagnosed early.

At about six months, your child should receive a first thorough exam for nearsightedness, farsightedness, eye movement ability and eye health. If all goes well, your child will not need another exam until age three and again when he or she enters school.

Aside from these regular exams, you should bring your child to the eye doctor if he or she is unable to do any of the following:

- See objects comfortably at close range—about 10-15 inches
- See objects beyond arm's length
- Coordinate both eyes together
- Aim the eyes accurately or move them smoothly over a page
- Focus accurately
- See peripherally
- Demonstrate accurate hand-eye coordination

To do a self-exam

Prevent Blindness America offers online vision tests for adults and children alike that can be downloaded. The tests include a near-vision test and an age-related macular degeneration test for adults, and distance vision tests for both younger and older children. To get the tests, visit the Prevent Blindness America website at www.preventblindness.org.

Find Out More

www.preventblindness.org

www.eyenet.org

www.aonet.org

www.nei.nih.gov

www.children-special-needs.org/parenting/preschool/pediatric_eye_exams.html

www.add-adhd.org/eye_doctors_eye_doctor.html

save money on your glasses

If glasses are what the doctor recommends, Blue Cross and Blue Shield of Florida can help you with significant discounts through special arrangements we have made with individual suppliers.

The Vision One discount program can save you money on both the eye exam and eyewear. You pay only \$35 for the exam and receive discounts of up to 60 percent off the retail price of frames and lenses.

The program is offered through Cole Managed Vision. To receive the

discount, just present your health plan ID card to contracting optical departments at Sears, JCPenney and Target Optical, Pearle Vision Centers and other independent vision care centers in the state. It is not necessary to file a claim. To find the provider nearest you, please call Cole Vision at 800-793-8622 or visit the Blue Cross and Blue Shield of Florida website, www.bcbsfl.com.

Find Out More

www.bcbsfl.com

Click on "BlueComplements"

Click on "Vision One"

get contact lens
discounts through
TruVision

Now you can order your contact lenses from TruVision for prices that average 15 percent less than those offered by other national contact lens mail-order programs.

TruVision, through an agreement with Blue Cross and Blue Shield of Florida, ships your contact lens order directly from the manufacturer to your house, or other given address, in five to seven days. The lenses are 100 percent guaranteed by TruVision, and shipping is always free.

To place an order, or for more information, visit Blue Cross and Blue Shield of Florida's website or call TruVision toll free at **877-747-2020**.

 Find Out More

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Click on "TruVision"

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is LASIK for you?

A growing number of Americans are turning to LASIK surgery to correct their vision and reduce or eliminate their dependency on glasses or contact lenses.

The surgical procedure permanently changes the shape of the cornea, the clear covering on the front of the eye that helps focus light to create an image on the retina at the rear of the eye. By changing the shape of the cornea, the image can be perfected.

Changing the shape of the cornea is accomplished by making a flap in the cornea with a machine called a microkeratome. During the operation, the flap is folded back to reveal the middle section of the cornea. In less than a minute, computer-controlled pulses from a laser reshape this piece of the cornea. The flap is then folded back to its original position and observed for about five minutes until it bonds completely. No stitches are required.

Individuals who are nearsighted, farsighted or have an astigmatism—blurred vision because of an irregularly shaped cornea—are all eligible. But research suggests that correction results are most successful for those who are nearsighted. It is best to consult a vision professional to make an assessment of the appropriateness of the procedure for your eyes.

Laser vision correction is not a covered benefit under your health plan. But we have an arrangement with TruVision to provide members with discounts on LASIK surgery. (See page 9.)

 Find Out More

Food and Drug Administration
www.fda.gov/cdrh/lasik



secure your future with BlueSecure

At age 65 you face a 40 percent chance of a nursing home stay, according to the U.S. Department of Health and Human Services. And more than 70 percent of elderly individuals will use professional home care services during their lifetime.¹ Medicare pays an average of only 7 percent of all long-term care costs.² But long-term care insurance isn't just for the elderly. Surprisingly, 43 percent of individuals receiving long-term care services are under the age of 65.³

A BlueSecure Complete Individual Long-Term Care insurance policy from Blue Cross and Blue Shield of Florida can help you protect your assets if in the future you need nursing home, assisted living, adult care or home health care. Give us a call today and find out how you can secure your future with BlueSecure.

Sources: ¹"Long-Term Care: Knowing the risk, paying the price," HIAA, 1997
²Long-Term Care Handbook, 2nd Edition, National Underwriter
³American Academy of Actuaries, 1999

TruVision offers LASIK discounts

You can have laser vision correction (LASIK) through TruVision at one of the most affordable prices—just \$895 per eye. This low price is offered to Blue Cross and Blue Shield of Florida and Health Options members as part of our BlueComplements program that brings you discounts on numerous products and services. LASIK is not a covered benefit under your health care plan.

TruVision's participating board-certified surgeons have successfully performed more than 250,000 procedures using only FDA-approved lasers. The offer includes a comprehensive eye exam, LASIK or PRK procedure, post-operative care and a lifetime enhancement warranty. TruVision also offers 100 percent patient financing with approved credit and no payment due in the first six months.

For more information on the TruVision LASIK discount, visit the Blue Cross and Blue Shield of Florida website or call TruVision toll-free at **877-747-2020** to schedule a pre-operative exam or a free telephone screening to determine if you are a good candidate for surgery.

Find Out More
800-410-1509
24 hours a day, every day
Mention reference #3022
(TTY Dial: 711)



Find Out More

TruVision
877-747-2020
TTY Dial: 711

Form #61468-0302SU

LQ11-336-FL-1199
Some limitations and exclusions apply.

Find Out More

www.bcbsfl.com
Click on "Our Company"

The Blue Foundation
800-477-3736, ext. 63215

The Blue Foundation

awards nearly \$1 million in grants

In its inaugural grant offerings last December, The Blue Foundation for a Healthy Florida, Inc., awarded \$925,000 to 16 nonprofit organizations throughout Florida. The philanthropic affiliate of Blue Cross and Blue Shield of Florida was incorporated earlier last year to assist charitable causes and nonprofit organizations that align with our mission of affordable health care choices. The foundation plans to distribute up to \$1 million in grants each year. The grants will support programs that positively impact the health and well-being of uninsured and underserved Floridians. The next request for proposals deadline is Sept. 1, 2002. For information on how to apply for a grant from The Blue Foundation for a Healthy Florida, contact the foundation office at 800-477-3736, ext. 63215. Or visit our website at www.bcbsfl.com.

Family Central Inc.,
Fort Lauderdale, \$138,577

Improve access and understanding of preventive and primary health care for young children in at-risk families receiving subsidized childcare.

Diabetes Coalition of St. Lucie County Inc., Port St. Lucie, \$123,672

Train lay outreach workers to deliver to a minority population health information about diabetes.

Sacred Heart Health System,
Pensacola, \$118,938

Establish a multiphase program to educate seniors about prescription drugs and enroll them in a discount drug-buying program.

Cardiovascular Center at Shands
Jacksonville, \$100,000

Develop and implement an initiative to reduce the incidence of heart disease and death among women.

PACE Center for Girls of Pinellas County, \$81,000

Implement a comprehensive assessment program for each girl at the center at risk of pregnancy, poverty, criminal behavior and incarceration.

Gulf Coast Community Care, Tampa Bay, \$67,110

Expand Elder Ed, a prevention program covering misuse of prescription drugs and overuse of alcohol, into Hillsborough and Manatee counties. Funds also will underwrite a targeted media campaign.

University of Miami School of Medicine Diabetes Research Institute, Miami, \$62,501

Create diabetes education and behavior modification models to enhance care and support for children 12 to 17 years old with Type 1 diabetes, particularly the underserved and uninsured children in predominantly Hispanic and African-American communities.

Seniors First Inc., Orlando, \$50,060

Establish a prescription drug education and advocacy program and related short-term case management for Orange County seniors at or below the poverty level.

Florida State University School of Nursing, Tallahassee, \$37,000

Purchase a Pediatric Patient Simulator for the nursing skill laboratory serving 300 nursing students each year.

Baker County Council on Aging, Macclenny, \$32,076

Provide one meal a day, five days a week for a year to 25 seniors who can't travel to congregate feeding centers.



University of Florida Department of Surgery Trauma/Critical Care, Jacksonville, \$26,550

Double to 100 the capacity of the Turning Point: Rethinking Violence program aimed at altering violent behavior among first-time male offenders 10 to 16 years old.

Community Asthma Partnership, Jacksonville, \$25,000

Launch an intervention program for asthmatic children and their families.

Florida Academy of Family Physicians, Statewide, \$24,000

Finance the majority of education tuition loan interest for two family practice resident physicians in training during their first four years of practice. In return, the residents will serve their first year and four future years in high-need communities.

Hope Haven Children's Clinic and Family Center, Jacksonville, \$17,255

Develop a comprehensive assessment and treatment center for children with autism and increase access for families who can't afford treatment at other facilities.

MaliVai Washington Kids Foundation, Jacksonville, \$16,261

Underwrite development of a program for youth in third through fifth grades, including: non-smoking initiatives; HIV/AIDS education; pregnancy prevention; wellness and prevention; health promotion and education, and youth development.

Education Foundation of Sarasota County Inc., Sarasota, \$5,000

Provide 10 mini-grants to enable Sarasota County teachers to explore new techniques and develop innovative health education projects.

drug lists are on our website

Our complete Preferred Medication List and BCBSF Drug Formulary are now on our website. The Preferred Medication List is a coverage guide for those members with three-tier drug card programs. The BCBSF Drug Formulary lists drugs for members with two-tier copayment drug card programs and MediScript prescription drug benefits. We revise the lists quarterly. Check the website for the latest updates.

All drugs listed on this site are not necessarily covered under your plan. The lists are offered as a guide. But some plans exclude certain drugs. You should refer to the pharmacy endorsement or rider issued with your contract, Evidence of Coverage, member handbook or Certificate of Coverage to determine whether a particular medication listed is excluded in your case. Call the customer service number on your ID card if you are unsure about your coverage or benefits or have questions about the lists.

To view the Preferred Medication List or the BCBSF Drug Formulary List, go to www.bcbsfl.com, click on "Member," "Pharmacy Programs," "Medication Lists."



preferred medication list update

Additions

Effective 10/16/01:
Rebetol

Effective 11/02/01:
Viread

Effective 12/03/01:
Cipro HC Otic
Duoneb
Tazorac cream
Yasmin

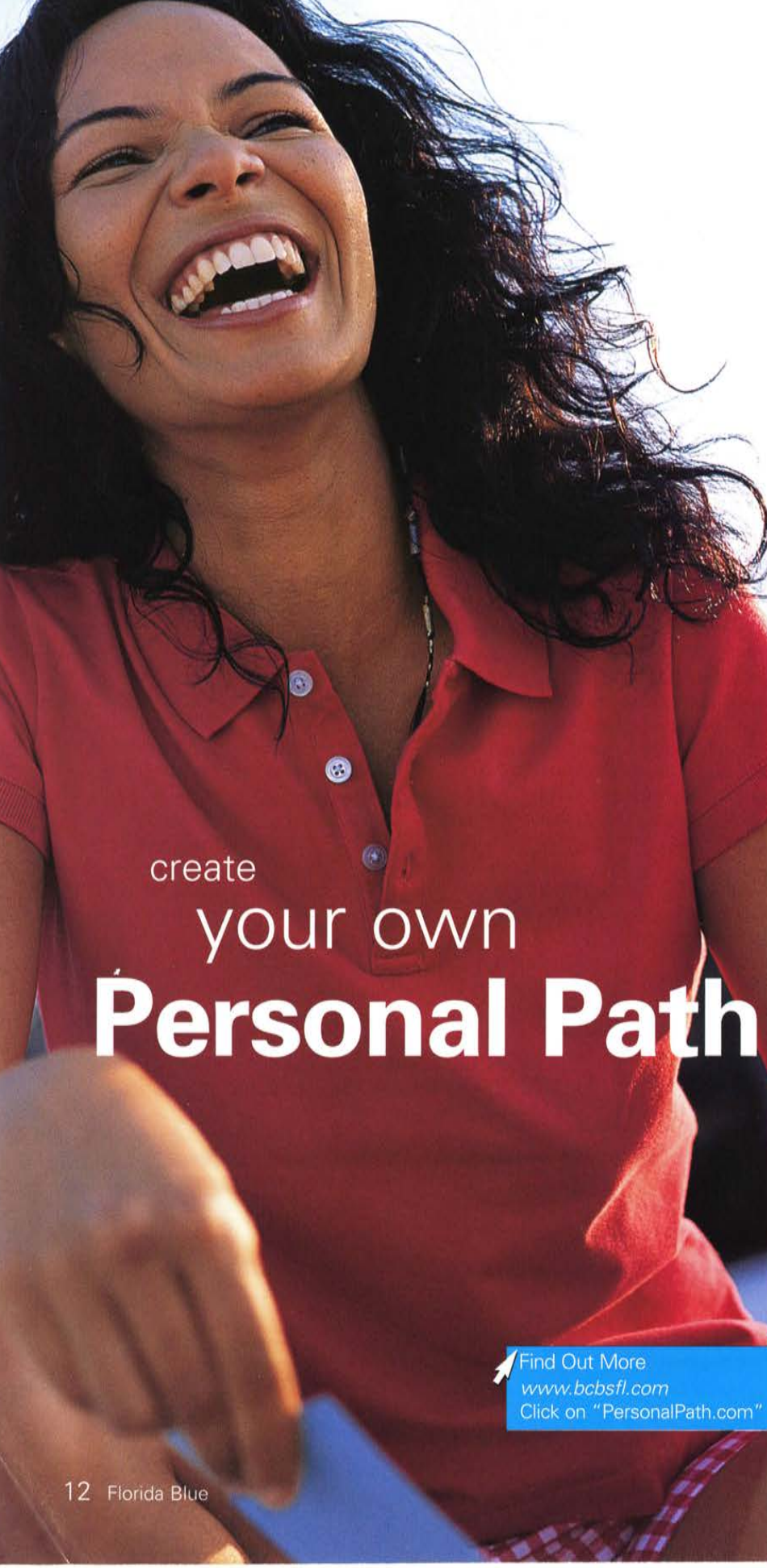
Effective 03/08/02:
Alphagan P
Entocort EC (budesonide)
Innolet
Mircette (EE/desogestrel)

Deletions

Effective 07/01/02:
Lescol tablets*
TriNorinyl*

*No generic equivalent is available but an alternative medicine is listed.

Deletions, continued on page 14



create
your own
Personal Path

Find Out More
www.bcbsfl.com
Click on "PersonalPath.com"

A Health Website Personalized for You

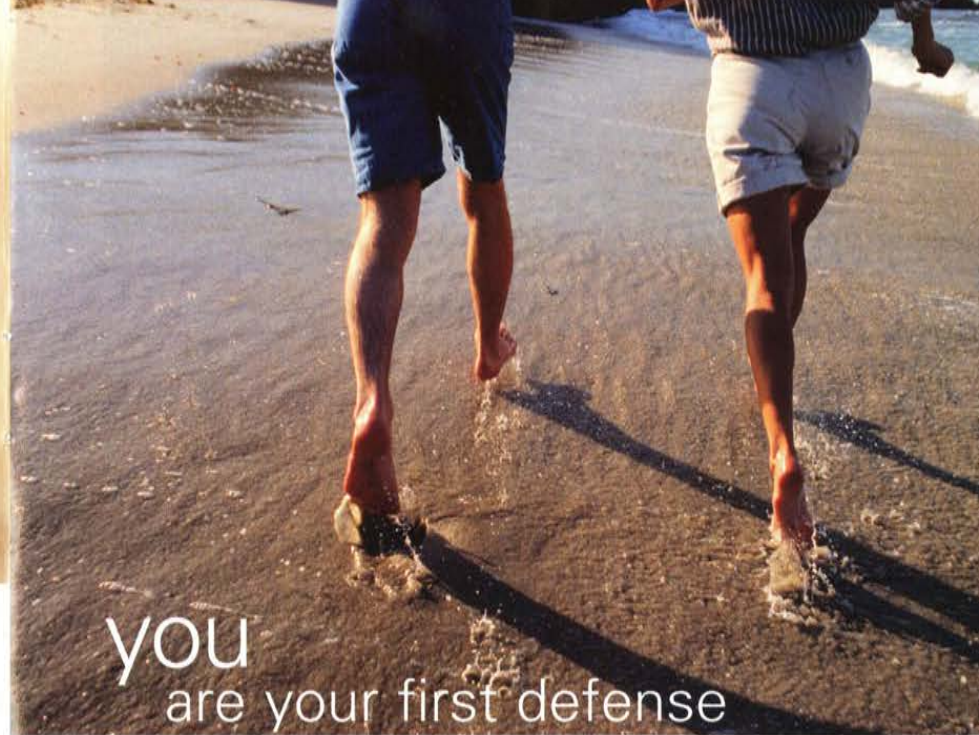
What if you had access to a personalized website that's private and secure and could help you make decisions that lead to better health for you and your loved ones?

Now you can. Blue Cross and Blue Shield of Florida is one of the first health care coverage plans in Florida to provide its members with a free "personalized" health information website. It is part of our commitment to empower members with information to help them manage their own health care needs.

Called *PersonalPath.com*SM this website was created by doctors and nurses. Additionally, doctors and nurses have reviewed all the content and links. The site covers health topics important to you and your family. These include: diseases, traditional and alternative treatments, medications, current health news and how to find helpful resources and local services. Features include:

- 100+ Care GuidesSM—Get how-to guides not found anywhere else!
- Drug Center—Look up drug information. Learn about drug interactions and more.
- Health Records—Create records for the entire family. You can even record daily measurements, such as blood pressure and blood glucose.
- 400+ Disease Guides
- Harvard Health Publications
- Direct links to other respected and clinically reviewed websites, such as the American Cancer Society and the Centers for Disease Control and Prevention.

Members can choose to personalize the site. That means those with diabetes, for example, will get information, tools, resources and news updates related to their condition. This feature can be turned on or off at any time. Members also can be sure of privacy while visiting *PersonalPath.com*. The secured site is designed to maintain your anonymity.



you
are your first defense

against skin cancer

Half of all new cancers are skin cancers, according to the American Cancer Society. In fact, more than one million new cases of skin cancer will be diagnosed in the U.S. this year.* That includes basal cell carcinoma and squamous cell carcinoma, the most common skin cancers, and melanoma, which—although the rarest skin cancer—is also the deadliest.

“Fortunately,” says Robert Skidmore, M.D., chief of the division of dermatology at the University of Florida, “if detected early all three have extremely high cure rates.”

To detect skin cancers early, Dr. Skidmore recommends that you conduct a full skin exam monthly. “It only takes 10 or 15 minutes a month, and while you’re at it, women should also examine their breasts and men should examine their testicles,” says Dr. Skidmore. “These cancers are all easy to screen for by yourself.”

You should be aware of the ABCD signs of possible malignant

melanoma. But, in part because the ABCDs aren’t applicable to the more common skin cancers, Dr. Skidmore says it’s even more important to be on the lookout for any skin changes. “By conducting a monthly skin exam, you’re going to become very familiar with your body,” he says. “As a result, you’ll most likely notice new things on your skin that weren’t there a month or two ago.”

Beside the ABCDs, what should you be looking for? “Just any new area that is red, irritated or appears as though it’s scaly or has a lot of dead skin on it,” advises Dr. Skidmore. “Certainly if the lesion is painful or bleeding, that would be of concern.”

If you do find something that concerns you, call your doctor or dermatologist immediately. “I’d rather have my patients come in and have me tell them it’s no big deal rather than having them worry about something,” says Dr. Skidmore.

*Source: American Cancer Society 2001 Facts & Figures

Find Out More

American Academy of Dermatology
www.aad.org

For melanoma, remember your ABCDs

The American Cancer Society recommends consulting with your doctor immediately if any of your moles or pigmented spots exhibit the following. These might be signs of malignant melanoma:



Asymmetry: One half unlike the other half



Border irregular: Scalloped or poorly circumscribed border



Color: Varied from one area to another; shades of tan and brown; black; sometimes white, red or blue



Diameter: Larger than 6mm as a rule (diameter of a pencil eraser)

Find Out More

www.bcbsfl.com

Click on "Member"

Click on "Pharmacy Programs"

Preferred Medication List update, Deletions *continued from page 11*

Every year the patents for a number of brand-name prescription drugs expire, enabling consumers to buy generic versions of these drugs at the lowest copayment level. Choosing a generic medicine can save you 30 percent to 60 percent on your out-of-pocket costs per prescription, depending upon your pharmacy benefit plan. The FDA requires generic drugs to contain the same amount of active ingredients as their brand-name counterparts and to be manufactured according to the same federal standards. The following brand-name products have recently lost patent and are now available in generic form:

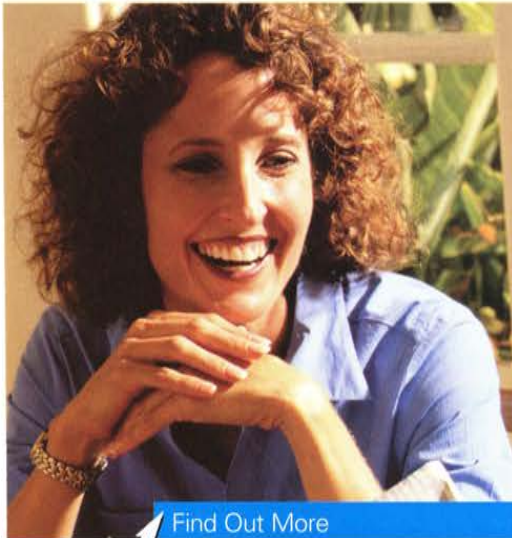
Adderall
Bicitra
Brethine
Brevicon
Calcimar
Ceftin tablets
Colyte
Desogen
Diprolene ointment
Estrace
Fioricet w/codeine
FML
Glucophage
Kayexalate
Klor-Con
MS Contin
Myambutol

Nephro-vite
Norinyl
Opti-pranolol
Pediapred
Polycitra
Poly-vi-flor w/FE
Prelone
Prenate Ultra
Proctocream-HC
Propine
Proventil oral tabs & syrup
Rocaltrol
Sulfacet-R
Tambocor
Ventolin oral tabs & syrup
Verelan
Virotic

Since these medicines are now available as a generic, the copay will be higher if you choose to continue the brand-name product after July 1, 2002.

Switching to one of the available generic products will help stretch your benefit dollars, particularly if you have a pharmacy benefit that has a yearly maximum.

Whether or not you choose the generic version of your medicine is still your decision. Just remember that the generic equivalent is not a second choice. It is a better value for your money.



Find Out More

Quit-for-Life
877-U-CAN NOW

Florida launches "Quit" line for smokers

If you are ready to quit smoking, take note. The Florida Department of Health has launched a toll-free hotline, 877-U CAN NOW, to help smokers kick the habit.

The Quit-for-Life line is staffed by the American Cancer Society with trained tobacco-cessation counselors. They offer smokers treatment options based on the caller's individual stage of readiness. Those ready to quit can choose a series of five counseling sessions, self-help materials and/or a

referral to a community health care provider.

The American Cancer Society has coordinated the development of similar quit lines in Texas, Colorado, Vermont, Massachusetts and Oklahoma. Florida's Quit-for-Life hotline is available in English, Spanish and TDD for the hearing impaired.

Give it a try. Kick the habit!

ASTHMA MYTHS:

KNOW THE FACTS

There are a lot of myths and rumors about asthma. Sometimes even people who work in hospitals, clinics or doctors' offices have the wrong information. Sometimes even people who have had asthma for many years have the wrong information. Below are a few of the myths and rumors often heard.

MYTH Many people think they only have asthma when they have trouble breathing. They think that asthma comes and goes, day by day, week by week.

FACT People with asthma have it all the time. When they have trouble breathing, they are having an asthma episode. On those days, their asthma is not under control.

MYTH Many people think asthma is all in your head.

FACT It's in your lungs. Asthma is a disease – a breathing problem of the lungs. Asthma stays with people all the time, but asthma may worsen when the lungs are bothered. Because asthma is with you all the time, many children and adults take asthma medicine every day to help control symptoms and prevent attacks. People with asthma have sensitive lungs.

MYTH Many people think asthma is an emotional disease; if you are an emotional person you get asthma.

FACT Emotions do not cause asthma. But, if you already have asthma, crying, yelling or laughing hard can start an asthma attack.

MYTH Many people think that all children will outgrow asthma.

FACT People have asthma for many years. Sometimes, when children grow up, their asthma is less severe – but we try not to say that all children will outgrow it. In fact, many times asthma does not get better as a child grows – and sometimes it even gets worse. If someone has asthma, their lungs will always be more sensitive than the lungs of people who do not have asthma.

MYTH Many people think you can not ever play sports if you have asthma.

FACT Many star athletes have asthma – track star Jackie Joyner Kersee, swimmer Amy van Dyken, basketball players Dominique Wilkens and Isaiah Thomas, and many Olympic stars. The secret is getting a good asthma action plan from your doctor to prevent attacks.

Adapted from a National Institute of Allergy and Infectious Diseases Publication: A Guide for Helping Children with Asthma



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*Do you need your
fast-acting inhaler
more than twice a week to
treat your asthma symptoms?*

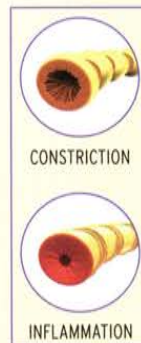
*You may be able to do a
lot better:*



According to the National Institutes of Health, if this happens more than twice a week,

your asthma may be poorly controlled. The good news is, you may be able to do a lot better.

There are asthma treatments available now that can help you be more active and productive, with less interference from your asthma symptoms. They're described in the new booklet, "Guide to Current Asthma Treatments." The guide explains the two main components of asthma, airway constriction and inflammation. And it tells how you may



experience greater freedom from asthma symptoms by treating both. **Best of all, it's absolutely free.**

Request your free guide. Read it over. Then ask your doctor which treatment option would work best for you. To receive your free copy, visit www.TreatBoth.com or call **1.800.230.4800**. Do it today. Life should take your breath away, not asthma."

Request your free guide now.

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