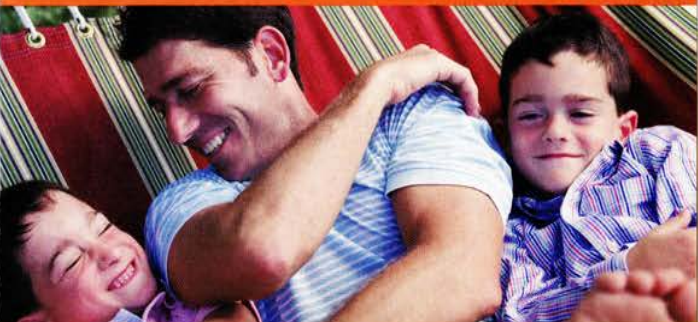


Introducing a **New** way to **save** on dental, prescriptions and vision care.

Buy a card today!



Money Back Guarantee

See back for details



This plan is NOT insurance. The plan provides discounts at certain health care providers for medical services. The plan does not make payments directly to the providers of medical services. The plan member is obligated to pay for all health care services but will receive a discount from those health care providers who have contracted with the discount plan organization.

The licensed discount medical plan organization is Coverdell & Company, Inc., 8420 W. Bryn Mawr, Suite 700, Chicago, IL 60631, 1-800-918-7600. You can cancel this plan within 30 days of the effective date for a full refund.

68124-0509 SU

For Florida residents only.

Get 3 months of membership

INTRODUCING the newest way to save with the **FamilyBlue Discount Card**

How it Works



BUY

Purchase this card for you, your family or friends at your neighborhood Winn-Dixie.



ACTIVATE

Call **1-866-952-1300** to activate. You'll need the PIN located on the back of the card.

You can also go online to www.ActivateFamilyBlueFL.com



ENROLL

Provide your information to complete enrollment.



Card cannot be taken directly to provider. Call to activate.

¡Se habla español!

For you, your family and for everyone on your shopping list, Blue Cross and Blue Shield of Florida has the answer.



An affordable way for you and your family to get **DISCOUNTS** on dental, prescriptions and vision care!



Keep your mouth happy with dental discounts on braces, dentures, crowns, fillings, oral surgery, cosmetic dentistry and more.



The cost of medications is an easier pill to swallow when you have FamilyBlue.



You can clearly see the savings add up with discounts on eye care products and services.

With FamilyBlue, your membership

Dental Save **10% to 50%** on braces, dentistry and more.

Prescriptions Receive **20% off** brand name and pharmacy retailers.

Vision Get **discounts from 10% to 60%** plus up to 40% off mail order replacement lenses.

Making health services **more affordable** — that's how **Blue** is helping you.

Get 3 months of membership for you and your family!

Savings on health services you need everyday!

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ENROLL

Provide your contact information to **complete enrollment**.



RECEIVE

Upon enrollment, your **Member ID card** will be mailed to you within 5-7 days.

You can go online to print a temporary Member ID card if needed.



USE

Find a participating provider by going to www.FamilyBlueFL.com, schedule an appointment and present your Member ID card at the time of service to receive **instant discounts**.

The **FamilyBlue Discount Card** gives you and your family three months of savings!

Understanding your benefits:

| Benefits | Examples of Services | Discounts* |
|----------|--|------------|
| Dental | Teeth cleanings, dentures, fillings & crowns | 10-50% |
| Pharmacy | Generic & brand name medications | 20%* |
| Vision | Exams, eyeglasses & contact lenses | 10-60% |

*These are average discount savings with FamilyBlue.

FamilyBlue can pay for itself in a single use:

| Sample Savings** | Average Price | You Pay | You Save |
|---|---------------|---------|--------------|
| Dental Cleanings | \$88 | \$54 | \$34 |
| Prescription Generic 90 days mail order - high blood pressure | \$97 | \$25 | \$72 |
| Eye Glasses (frames & lenses) | \$138 | \$100 | \$38 |
| YOUR TOTAL SAVINGS | | | \$144 |

**These are only examples. Actual cost and savings may vary by provider and/or services performed. To maximize your prescription savings, ask your pharmacist about generics and take advantage of our mail order program.

With FamilyBlue, your membership is **guaranteed!**

Dental Save **10% to 50%** on braces, dentures, crowns, fillings, oral surgery, cosmetic dentistry and more.

Prescriptions Receive **20% off** brand name and generic medications through most major pharmacy retailers.

Vision Get **discounts from 10% to 60%** on eye exams, eyeglasses, contact lenses, plus up to 40% off mail order replacement contacts.

This plan is NOT insurance.

Blue Cross and Blue Shield of Florida plans are for Florida residents only.

Get 3 months of membership for you and your family!

Savings on health services you need everyday!

How it Works



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It's simple—get started now!

If you haven't already, simply purchase your FamilyBlue Discount Card at your local Winn-Dixie. Then, go online or call the number on the back of the card to activate and enroll. Your Blue Cross and Blue Shield of Florida Member ID card will be sent to you!



**BlueCross BlueShield
of Florida**

An Independent Licensee of the
Blue Cross and Blue Shield Association

MONEY BACK GUARANTEE!

There is no expiration for the activation and enrollment in your FamilyBlue plan. This card is not replaceable if lost, stolen or destroyed before activation. If after enrollment you are not fully satisfied for any reason, please call us within 30 days of the effective date at **1-866-440-0985** and we will refund the full amount paid.

Refunds are not available at the retail store.