

Introducing a **New** way to purchase **Health Insurance.**

Buy a card today!



MONEY BACK GUARANTEE

See back for details



For Florida residents only.

For a loved one who needs it, for yourself
The Gift of Health Care is

INTRODUCING the newest way to use
The Gift of Health Care

How it Works



BUY

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



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



ACTIVATE

Call **1-888-494-3105** to activate. You'll need the PIN located on the back of the card and your Social Security number.

¡Se habla español!



ENROLL

Our expert staff will help you choose from a **Variety of Plans** such as GoBlue with guaranteed issue.

Or choose from a comprehensive plan such as BlueOptions.

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



A convenient way for you to purchase health insurance that meets your needs—and your budget.



An affordable way to give your college-bound student a head start to the best years of their life.



A solution for someone who no longer has, or can't afford, health insurance.



They got the toaster and luggage they wanted. Now, give them the health coverage they need.

Getting health insurance has never been so

Choose from a **Variety of Plans** to meet your needs and

- With our **Value Plans** such as GoBlue, you can't be denied. Value plans do not include hospital coverage.
- **Lower Premium Plans*** offer traditional medical coverage. What's more, you can choose plans that provide only no-deductible coverage.
- If you want **Comprehensive Health Insurance Plans,*** you can choose from a variety of deductibles, low copayments and coinsurance.

Making health care
more convenient
 — that's how **Blue** is helping you.

For a loved one who needs it, for yourself, or for that special gift—
The **Gift of Health Care** is the perfect way to buy health insurance.

How it Works



BUY

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



ACTIVATE

Call **1-888-494-3105** to activate. You'll need the PIN located on the back of the card and your Social Security number.



ENROLL

Our experienced staff will help you choose from a **Variety of Plans** such as GoBlueSM with guaranteed acceptance.

Or choose a more comprehensive plan such as BlueOptions[®].*



RECEIVE

Once enrolled, your **Welcome Package** and Member ID card will be mailed to you.

Or, you can go online to print a temporary Member ID card if needed.



USE

Once you receive your **Member ID** card, simply present it whenever you visit a health care provider or pharmacy.

To find doctors in our network¹ visit www.bcbsfl.com.



¡Se habla español!

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

Getting health insurance has never been so **easy and convenient!**

Choose from a **Variety of Plans** to meet your needs and your budget.

- With our **Value Plans** such as GoBlue, you can't be denied coverage—there's no medical questions asked. Value plans do not include hospital coverage.
- **Lower Premium Plans*** offer traditional medical coverage with higher deductibles and copays for a lower premium. What's more, you can choose plans that provide only hospital and surgical or basic health care benefits.
- If you want **Comprehensive Health Insurance Plans**,* consider a predictable cost option. Choose from a variety of deductibles, low copayments and coinsurance for covered services.

Affordable options

If you apply this gift card toward **GoBlue**, your monthly premium would range from \$24 to \$59 depending on your age.

With GoBlue, you get our in-network discounted rates plus the following benefits:

Benefits	Examples of Service	GoBlue Pays
Medical	Family doctor, specialists and urgent care	Up to \$50 toward doctor's bill
Pharmacy	Generic & brand name medications	Up to \$15 toward prescriptions
Lab Tests	Testing services at approved diagnostic locations	100% for in-network services
Dental	Teeth cleanings, x-rays, fillings & crowns	Up to \$50 toward service

One visit and the card pays for itself.

GoBlue Sample Savings:

Doctor Visit (Specialist)	In-network with GoBlue	Out-of-network with GoBlue
Standard Charge	\$176	\$176
GoBlue Discounted Rate	\$76	No Discount
GoBlue Pays	-\$ 50	-\$ 50
YOU PAY	\$26	\$126

In-network Lab Services Covered at 100%

This is only an example of how GoBlue works and the savings it provides. Actual cost and savings may vary by provider and/or the services performed.

Blue Cross and Blue Shield of Florida plans are for Florida residents only. *The BlueOptions® individual plans are medically underwritten, and applicants are subject to acceptance. BlueOptions plans have limitations and exclusions.

†NetworkBlue is one of our Preferred Provider Networks made up of independent hospitals, physicians and ancillary providers. Limited benefit plans like GoBlue, have limitations and exclusions such as coverage for ER visits, hospital stays, surgeries or maternity care. When you call to activate your card and apply for coverage, our service team will explain your benefit options. Call us at 1-888-494-3105.

It's simple—get started now!

If you haven't already, simply purchase your Gift of Health Care card at your local Winn-Dixie. Then, 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 in the mail!



**BlueCross BlueShield
of Florida**

An Independent Licensee of the
Blue Cross and Blue Shield Association

MONEY BACK GUARANTEE!

You may get a refund of this card anytime prior to activation. Also, if you are not completely satisfied after your coverage is issued to you, return your contract and identification cards to us within 10 days of the delivery date. If you file a claim within the policy review period, your policy will be canceled the day following your claim and you'll receive partial refund. Please call us at **1-877-276-5717** to receive your refund.

Refunds are not available at the retail store.