



Because Life.™

WELLNESS SOLUTIONS

Wellness Coaching

REACH YOUR GOALS WITH
PERSONALIZED SUPPORT.



Get personalized coaching from your own Highmark wellness coach.

A coach can create a customized plan or recommend a program to help you:

- Lose weight.
- Quit smoking.
- Sleep better.
- Reduce stress.
- Manage chronic conditions.

And more. The best part? It's all included with your health insurance.

Call 1-800-650-8442, Monday - Friday, to get connected with a coach or visit HighmarkHealthCoachBCBSWNY.com to learn more.

Highmark Blue Cross Blue Shield of Western New York is a trade name of Highmark Western and Northeastern New York Inc., an independent licensee of the Blue Cross Blue Shield Association.

Highmark BCBSWNY complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-544-2583.

注意：如果您使用繁體中文，您可以免費獲得語言援助服務。請致電 1-800-544-2583。







Because Life.™

Seeking care: You have options



With Highmark Blue Shield of Northeastern New York, you have many ways to seek the care you need when you need it. Knowing where to go in certain situations can help you save time and money.

TIME COST	\$	\$	\$\$	\$\$\$\$
	🕒🕒	🕒	🕒🕒🕒	🕒🕒🕒🕒
	 Primary care physician (PCP)	 Telemedicine	 Urgent care	 Emergency room (ER)
	<p>For an injury or illness that is not life-threatening:</p> <ul style="list-style-type: none"> • Sore throat • Pink eye • Sinus infection • Fever that responds to fever-reducing medication • Ankle sprain or other muscle or joint strain • Cough or cold • Abdominal pain or other symptoms of a common current illness • Mental health concerns such as depression or anxiety <p>It's best to contact your PCP first for nonemergencies — they know your health history and can recommend the best course of action.</p>	<p>For an injury or illness that is not life-threatening, but can't wait for a doctor's office visit:</p> <ul style="list-style-type: none"> • Sprain • Cut or burn • Minor broken bone • Earache, sore throat, or headache • Rash or other skin condition 	<p>For a medical emergency. If you have one or more of these symptoms, go immediately to the ER or call 911:</p> <ul style="list-style-type: none"> • Chest pain • Uncontrolled bleeding • Coughing up or vomiting blood • Difficulty breathing • Sudden dizziness, weakness, or change in vision • Serious injury or broken bone(s) <p>In any life-threatening condition, dial 911 or go to the nearest emergency room.</p>	



The convenience of telemedicine

Telemedicine services from Doctor On Demand® by Included Health allows you to see a doctor 24/7, anywhere in the U.S., using your mobile device or computer. Connect through live camera to a board-certified physician who can review symptoms and medications, perform an exam, recommend a treatment plan, and prescribe medication if necessary. Visit doctorondemand.com/what-we-treat-all for a full list of treatable conditions.

Get the app today so it's there when you need it!



Download the app from the App Store or Google Play and create your account.



Add your insurance coverage by searching "Highmark Blue Shield of Northeastern New York."

Once you create your account, you'll see your Doctor On Demand copay amount.



Tools and resources for the best path to care

Visit highmark.com/blueshieldnny to access doctor, pharmacy, and benefit information including:

- *Find a Doctor* tool
- Treatment cost estimator
- Doctor reviews
- Claims and Explanation of Benefits (EOB)
- Plan summary and details

Highmark Blue Shield of Northeastern New York (Highmark BSNENY) is a trade name of Highmark Western and Northeastern New York Inc., an independent licensee of the Blue Cross Blue Shield Association. Doctor On Demand® by Included Health is a separate company that provides telemedicine services to Highmark BSNENY members. Highmark BSNENY complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-888-1238 (TTY 711). 注意：如果您使用繁體中文，您可以免費獲得語言援助服務。請致電 1-800-888-1238 (TTY 711)。