

myCare NavigatorSM



THE 24/7 DEDICATED CARE ADVOCATE YOU AND YOUR EMPLOYEES NEED...AND DESERVE

Navigating the health care system shouldn't be like walking through a maze, getting caught in endless twists, turns and dead ends. It shouldn't take multiple phone calls and tons of paperwork for patients to get the care services they need.

It should be a lot quicker and easier.

Now it is! Highmark members and their families (including spouses, parents, parents-in-law and dependent children) now have a built-in guide who navigates the ins and outs of the health system for them. Getting their care questions answered and problems solved is as easy as dialing 1-888-BLUE-428.

And this free service is available any time of the day, any day of the week.

THROUGH myCARE NAVIGATOR, YOUR EMPLOYEES CAN:

- Find the right care provider
- Share their medical records
- Get appropriate care services
- Make informed care decisions
- Locate helpful services
- Understand their care costs
- Get maximum value from their health coverage!

INSTANT ACCESS TO BROAD SUPPORT

Do your employees need help finding a doctor... coordinating their care... understanding their care options... locating helpful services... handling provider billing issues?

With myCare Navigator, they get a dedicated health advocate who addresses and resolves these and other care issues. **This patient advocate service is available to Highmark members and their family, free of charge and free of hassles!**

Encourage your employees to get the help they need to navigate the health care system easily and effectively!



CALL 1-888-BLUE-428

HIGHMARK OFFERS INNOVATIVE SERVICES THAT FOCUS ON MEMBER NEEDS

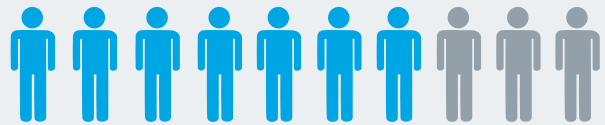
MEMBERS ARE ROUTINELY SURVEYED TO LEARN HOW TO MEET THEIR NEEDS

IN A RECENT SURVEY, WE LEARNED...



9 IN 10 MEMBERS

EXPRESSED INTEREST IN HAVING A DEDICATED HEALTH CARE ADVOCATE THEY CAN CALL WHEN NEEDED.*



7 IN 10 MEMBERS

WANTED THIS SERVICE TO COME FROM HIGHMARK.*

"I needed to change doctors, but I didn't know where to start..."

... I wanted someone near me, someone who would have my health history and prescription drug information. I called myCare Navigator and everything was in place in just a couple days. It's a big relief to know my doctor's nearby and has all my medical records. Highmark's myCare Navigator even scheduled my first appointment!"

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myCare Navigator is a service mark of Highmark Inc.

25463 5/2012

CS 104048

*Source: 2011 Highmark Member Panel Research Study hosted by Opinion Research Company. N=492.