Introducing the newest way to connect with your health care.

Blue Cross and Blue Shield of North Carolina (BCBSNC) is introducing a new era in health care – one that offers the personalization, simplicity and options you need to make better health decisions. And it starts with Blue Connect.

Blue Connect is our enhanced online destination for member services that will launch January 1, 2015. This easy-to-use suite of online tools allows you to create a highly customized experience based on your health plan, health needs and the things you’re interested in. It starts with your homepage, where you can:

+ Tap into up-to-date information on your health plan and benefits.
+ Customize your page with the tools and topics that mean the most to you – everything from motivating health challenges to health research tools to our exclusive member discount program, Blue365®.
+ Receive relevant health tips, articles and news so you don’t have to do research on your own.

Read more about Blue Connect's online tools on the back.

Ready for a sneak preview? Visit BlueConnectNC.com.

Then, enjoy the complete experience anytime, anywhere starting January 1, 2015.
Blue Connect’s easy-to-use suite of online tools includes:

HealthNAV helps you navigate your options for care more easily and accurately than ever. With HealthNAV, you can:

- Find a health care provider based on location, ratings, awards and areas of expertise.
- Compare doctor profiles, read reviews from members like you and submit reviews of your own.
- Estimate and compare the costs of doctors, hospitals, medications and treatments.
- Search for urgent care centers and find the locations nearest you in a snap.

With the all-new Blue Link, you can look at your health in an entirely new way. Blue Link allows you to:

- Set a personal goal or goals. Then link your data from health, fitness and lifestyle devices and apps to help you reach them. You’ll get tips and other resources to help you along the way.
- Discover “Aha!” patterns you may not have noticed before. For example, you might find that when you read email too close to bedtime, you don’t have a restful night’s sleep.