



Blue   
Cross of Idaho

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Blue Extras!<sup>sm</sup>



**BlueExtras!**<sup>SM</sup>  
A VALUE-ADDED PROGRAM

THE EXTRAS!

...MAKE ALL THE DIFFERENCE.



At Blue Cross of Idaho, we know that maintaining good health is important to you. We also know that there are many different approaches to achieving a healthy lifestyle, from formal workout routines, evening walks in your neighborhood, taking vitamins or naturopathic medicines, acupuncture to massage therapy.

That is why we are excited about Blue Extras!<sup>sm</sup> – a value-added program that offers a variety of discounted services, programs, and products that will help you to achieve your personal health, wellness, and fitness goals. These extras are provided by independent sources that have agreed to offer discounted rates to you as a Blue Cross of Idaho member.\*

We're delighted to offer this exciting program and hope you will take advantage of the services and discounts available to you through Blue Extras!

This brochure contains a general description of the services available under the Blue Extras! program. Blue Cross of Idaho makes no expressed or implied warranties or representations regarding these services, including without limitation, fitness for a particular use, merchantability, or outcome.

*\* Exception: The programs of Blue Extras! are not available to members of the Federal Employee Program (FEP) and Idaho Smiles.*

## QUICK REFERENCE

We hope that your questions about Blue Extras! are answered in this brochure; however, we realize that it would be impossible to answer each unique question. If you have additional questions or need further assistance, you may use the contact information listed for each program.

Please note that some programs in this brochure are online programs only and may be accessed only through the specific website. For specific instructions on how to log on as a member and view the discount programs, see following pages.

| Fitness Clubs                               |  |         |
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## WHAT IS A VALUE-ADDED PROGRAM?

A value-added program provides you, the member, an opportunity to receive exceptional discounted services and products without increasing your current premium!

## WHAT DISCOUNTED SERVICES AND PRODUCTS DOES BLUE EXTRAS! OFFER?

Blue Extras! provides access to exceptional discounts on products and services such as:

- ◆ LASIK (Laser vision correction surgery)
- ◆ Hearing aids
- ◆ Vision services and supplies
- ◆ Over-the-counter drug store items
- ◆ Massage therapy
- ◆ Fitness facility centers
- ◆ Childproofing products, nursery items, and products to help children on the go
- ◆ Orthodontic services

## HOW DO I USE THE DISCOUNTED SERVICES AND PRODUCTS OFFERED THROUGH BLUE EXTRAS!?

In most instances you simply present your Blue Cross of Idaho identification card. However, sometimes the products or services being offered are through mail order or the Internet. You will be required to complete the specific requirements for that service before receiving the discounts.

## HOW CAN I VIEW THE SERVICES AND PRODUCTS AVAILABLE TO ME THROUGH BLUE EXTRAS!?

You can view the products and services by requesting a Blue Extras! brochure from your local District Office, or by visiting the Blue Cross of Idaho website at [www.bcidaho.com](http://www.bcidaho.com).

To view the current directory on our website, click on the **Health & Wellness** tab located on the top menu bar. Select **Discount Programs** from the drop down menu and it will take you to the Blue Extras! Simply click on the program you wish to view.



# 360 FITNESS

Blue Cross of Idaho members in the Coeur d'Alene area receive a discount when enrolling with 360 Fitness – their enrollment fee is waived! Located in a brand new 16,000-square-foot facility, 360 Fitness offers the latest in weight and cardio equipment. Memberships are month-to-month so you can pay as you go and stop whenever you want. Check them out today!

## Membership Type and Fees

|                           | Enrollment<br><u>Fee</u> | Monthly<br><u>Fee</u> |
|---------------------------|--------------------------|-----------------------|
| Blue Cross Member         | \$0                      | \$29.95               |
| Additional family members | \$0                      | \$23.99               |

New members receive a complimentary fitness assessment with one of the club's nationally certified personal trainers. The trainer will determine your current health and fitness level, your goals, and discuss strategies for success. Trainers take baseline measurements, including blood pressure, so you have a benchmark from which to work. Additional services such as tanning are available for an additional fee.

## Amenities

- ◆ Full line of free weights, including Hammer strength and Forza power systems
- ◆ Sun Nitro Nautilus equipment
- ◆ Cybex equipment
- ◆ 60 units of cardio equipment, including treadmills, ellipticals, cross trainers, recumbent and upright bikes, spinning bikes, rowers and Stairmasters
- ◆ Group classes ranging from yoga to strength and conditioning
- ◆ 2 steam rooms (men's and women's)
- ◆ Kids Club – free to members
- ◆ Pro shop

## Location

Coeur d'Alene  
410 W. Nieder Avenue  
208-667-5010

For more information, visit [www.fit360cda.com](http://www.fit360cda.com)

*Blue Extras! is a value added program and not connected to your benefit plan.  
360 Fitness is an independent company and Blue Cross of Idaho  
is not responsible for its services or products.*

## ANYTIME FITNESS

Blue Cross of Idaho in partnership with Anytime Fitness is pleased to offer our members 10% off the standard Anytime Fitness monthly fee.

With over 17 Idaho locations and nearly 700 clubs nationwide, Anytime Fitness offers an exceptional workout at an exceptional price. At Anytime Fitness you can work out any time, day or night, and the convenience of a 24-hour facility just can't be beat! Members have their own keycard to access their local club 7 days a week, 365 days a year.

In addition, after your first 30 days as an Anytime Fitness member, you receive Anywhere Club Access, a program that gives you full access to Anytime Fitness clubs nationwide.

Along with the state-of-the-art strength training and cardiovascular equipment, many clubs offer 24-hour tanning and personal training packages for an additional fee.

The Anytime Fitness mission is to help people thrive through a fit and active lifestyle! To learn more about Anytime Fitness and to find a club near you, visit [www.anytimefitness.com](http://www.anytimefitness.com). Fees and amenities vary by location.

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*Anytime Fitness is an independent company and*

*Blue Cross of Idaho is not responsible for its services or products.*

# AXIOM FITNESS

*Axiom Fitness has teamed up with Blue Cross of Idaho to offer members a special discount!*

Axiom Fitness offers Blue Cross of Idaho members discounted rates for a new membership and there's no long-term commitment! Simply pay first and last month's dues for a month-to-month membership with access to all Axiom Fitness facilities in the Treasure Valley.

## Membership Type and Fees

|   |  |
|---|--|
| Member  | ALL CLUB ACCESS<br>\$0 enrollment fee<br>\$39 procession fee (paid at enrollment)<br>\$36.95 monthly fee |
| – Current bi-annual enhancement fee applies                       |  |
| – Month-to-month membership, first and last month's dues required |  |
| Dependent   | Current family add-on rate   |

## Amenities (may vary by location)

- ◆ Sauna/steam/jacuzzi
- ◆ Basketball
- ◆ Group spinning classes
- ◆ Women only area
- ◆ Racquetball courts
- ◆ Circuit training floor
- ◆ Free-weight area
- ◆ Cardiovascular center
- ◆ Group fitness classes
- ◆ Swimming pool

Other services, including personal training, massage, tanning, child care and a juice bar, are available for an additional fee. All payments are made via electronic funds transfer (EFT). When you are ready to join, please bring a checkbook or credit card and proof that you are a Blue Cross of Idaho member.

## Locations

### East Boise

801 E. Parkcenter Blvd

### West Boise

7316 Fairview Avenue

### Meridian

1455 Country Terrace Place,  
off Exit 44

## Contacts

For more information, contact:

Curt Harris  
Axiom Fitness  
208-472-1055 (office)  
208-949-3639 (cell)  
curt@axiomfitness.com

Or visit their website at [www.axiomfitness.com](http://www.axiomfitness.com)

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Gold's Gym is an independent company and Blue Cross of Idaho  
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# CURVES

Blue Cross of Idaho has teamed with Curves to offer special rates at the premier, women-only fitness programs in Idaho. Blue Cross members are entitled to discounts that vary based on each location's fee schedule. See the list below for the location nearest you.

Curves offers a one-stop, affordable exercise and nutrition program that combines a 30-minute workout with the support of in-house personal trainers. In addition, Curves members can access online programs such as the Curves Complete nutritional system and Curves Smart, a customized personal coach, for a small additional fee.

## Amenities

- ◆ Circuit strength training
- ◆ The Curves Smart Program, personal coaching system
- ◆ One-on-one nutrition counseling
- ◆ In-club nutrition support groups
- ◆ Trainers to help members achieve their fitness goals
- ◆ Worldwide access to Curves fitness facilities (minimum 12 month membership)

Curves members have full access to any Curves fitness facility and with over 10,000 locations worldwide, the nearest Curves is never far away.

## Participating Locations

### Caldwell

2523 South 10th Avenue  
Suite 103  
208-453-1920

### Idaho Falls

2243 East 17th Street  
208-542-0471

### Lewiston

1702 21st Street  
Mall 21, Suite 103  
208-743-3200

### Nampa

1312 South Edgewater Circle  
208-461-4534

### Twin Falls

690 Blue Lakes Blvd. N.  
208-734-7300

## Contacts

For more information, contact one of the participating locations or visit [www.curves.com](http://www.curves.com)

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Curves is an independent company and Blue Cross of Idaho  
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# FIT FOR ADVENTURE

Fit for Adventure offers the casual, friendly atmosphere of a 24-hour neighborhood fitness center with the latest in upscale fitness equipment. As a Blue Cross of Idaho member, you are entitled to discounted rates and one free session with a trainer to get you started.

## Twelve Month Membership Fees

|                                  | <u>Enrollment Fee</u> | <u>Monthly Fee</u>         |
|----------------------------------|-----------------------|----------------------------|
| Single                           | \$25                  | \$17                       |
| Couple                           | \$25                  | \$32                       |
| Dependent<br>(household member)* | \$10 key card fee     | \$5 additional monthly fee |

*\* 12-14 years of age must be accompanied by an adult member.*

## Amenities

Fit for Adventure features top of the line equipment, including Hammer Strength, Life Fitness-Matrix, Precor and Star Trac.

Members have access to:

- ◆ Circuit training
- ◆ Rowing machines
- ◆ Recumbent stationary bikes
- ◆ Spin bikes
- ◆ Nordic Track
- ◆ Incline treadmills (max 30% incline)
- ◆ Ellipticals
- ◆ Stairmaster
- ◆ Versa-climber
- ◆ Free weights
- ◆ Punching bags
- ◆ Fitness classes including kick boxing, yoga, aerobic step, and spin

Club members also have access to additional services for a separate fee. Look for monthly nutrition classes, an innovative Boot Camp fitness program, and Hybridfit – Idaho's only indoor obstacle adventure course!

## Location

Boise

4985 S. Cloverdale  
Road

## Contacts

For more information, contact:

Brent Bearup, Owner  
208-395-1234 office  
208-859-2122 cell  
fitforadventure07@gmail.com

Or visit their Website at [www.fitforadventure.com](http://www.fitforadventure.com)

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# FITNESS INC. HEALTH CLUB AND METRO HEALTH SPA

As a Blue Cross of Idaho member, you qualify for the following discounted rates at Pocatello's leader in fitness. Even better, your rates are guaranteed to never increase as long as you remain a member of both Blue Cross and the fitness facility. To save even more, prepay your annual dues and you'll receive an additional 10% discount!

|   | One-time Enrollment Fee | Single Monthly | Couple Monthly (per person) |
|---|-------------------------|----------------|-----------------------------|
| Blue Cross of Idaho member                            | \$99                    | \$32           | \$24                        |
| Dependent (age 9 or younger)                          |                         | Free           | Free                        |
| Dependent (10-17 yrs) add'l monthly fee               |                         | \$9.25         | \$9.25                      |
| Dependent (18-25 yrs same address*) add'l monthly fee |                         | \$18           | \$18                        |

*\*Must be in school, carrying 6+ credits*

Adult members are welcome to use both facilities; however, please note the Metro Health Spa is an adult only facility. Both facilities feature an extensive array of fitness equipment and classes. Additional services including personal trainers and on-site child care are available for an added fee.

## Amenities (may vary by location)

- ◆ 9 Racquetball/handball courts
- ◆ 3 spacious aerobic rooms
- ◆ 70+ aerobic classes each week
- ◆ 5 weight rooms
- ◆ Indoor track
- ◆ Basketball gym
- ◆ Treadmills
- ◆ Elliptical machines
- ◆ Stair climbers
- ◆ Versa climbers
- ◆ Stationary bikes
- ◆ Nordic tracks
- ◆ Rowing machines
- ◆ 2 heated indoor swimming pools
- ◆ 3 steam rooms
- ◆ 5 hot tubs
- ◆ 4 saunas
- ◆ Menthol inhalation
- ◆ Locker rooms & showers

## Locations

**Fitness Inc. Health Club**  
 1800 Garrett Way #19  
 Pocatello, ID  
 208-233-8035

**Metro Health Spa (Adult Only)**  
 442 N. Arthur  
 Pocatello, ID  
 208-232-4541

*Blue Extras! is a value added program and not connected to your benefit plan. Fitness Inc. Health Club and Metro Health Spa is an independent company and Blue Cross of Idaho is not responsible for its services or products.*

# GOLD'S GYM - POCATELLO

Gold's Gym in Pocatello offers a special rate for Blue Cross of Idaho members. With great hours that revolve around your lifestyle, there is no better time to experience Gold's than now! They offer a great variety of memberships to fit every lifestyle, including month-to-month options, and as long as your membership remains active, Gold's guarantees your rates for life. At Gold's you'll find all of the latest cardio and strength training equipment along with dynamic group exercise programs like yoga, group cycling, mixed martial arts, muscle endurance training and Pilates.

If you'd like to check out Gold's Pocatello facility and try a few classes before making a decision to join, contact Gold's and ask about a free 7-day membership.

## Twelve Month Membership Fees

|           | Enrollment<br><u>Fee</u> | Processing*<br><u>Fee</u> | Monthly<br><u>Fee</u> |
|-----------|--------------------------|---------------------------|-----------------------|
| Member    | \$0                      | \$69                      | \$34                  |
| Dependent | \$0                      | \$69                      | \$26                  |

\* One time only

## Amenities

- ◆ Group exercise classes
- ◆ Resistance training
- ◆ Cardio floor
- ◆ Free weights
- ◆ Basketball
- ◆ Racquetball
- ◆ Indoor pool
- ◆ Sauna & Steam room
- ◆ Women's only exercise room
- ◆ Member fitRewards! program

Other services, including personal training, nutritional counseling, daycare, preschool, tanning, and Exergaming youth programs are available for an additional fee.

## Location

Pocatello

1800 Flandro Drive  
Pocatello, Idaho

## Contacts

For more information, contact:

Jodi Cooper 208-237-4653 email: [goldjodi@yahoo.com](mailto:goldjodi@yahoo.com)

Or visit their website at [www.goldsgym.com](http://www.goldsgym.com).

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*Gold's Gym Pocatello. is an independent company and  
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# GROANER'S FITNESS CLUB INC.

Need help with your fitness goals? Groaner's Fitness Club has partnered with Blue Cross of Idaho to offer a special discount to Blue Cross members in the Grangeville area. Groaner's offers all the tools you need to support a healthier lifestyle and they're accessible 24/7. You create your own workout schedule – come in anytime with your personal access key.

## Twelve Month Membership Fees\*

|                      | Enrollment<br><u>Fee</u> | Monthly<br><u>Fee</u> | Access<br><u>Key</u> |
|----------------------|--------------------------|-----------------------|----------------------|
| Member               | Waived                   | 10% discount          | \$15                 |
| Dependent (15+years) | Waived                   | 10% discount          | \$15                 |

*\* Members can pay fees with cash up front or monthly through Groaner's autopay system.*

## Amenities

Your Groaner's membership includes use of their 5,000 sq. ft. gym and the following amenities:

- ◆ Circuit training room
- ◆ Stationary bicycles
- ◆ Treadmills
- ◆ Elliptical trainers
- ◆ Rowing machine
- ◆ Stair stepper
- ◆ Nautilus machines and other stack weight equipment
- ◆ Free weight strength training room
- ◆ TRX and use of additional training DVD's in the classroom

Members can take advantage of Groaner's core of instructed classes including spinning, ZUMBA!, step aerobics, strength training and aqua aerobics for an additional monthly fee of \$10.00 (includes all classes).

## Location

Grangeville

507 West Main  
208-983-7070

## Contacts

For more information, contact:

Cindy Nelson, Office Manager  
208-983-7070

Or visit their website at [groanersgym.com](http://groanersgym.com)

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# IDAHO ATHLETIC CLUB AND TOTAL WOMAN FITNESS

Join Treasure Valley's leader in fitness! Total Woman Fitness and Idaho Athletic Club now offer special 24-month rates for Blue Cross of Idaho members.

## Membership Type and Fees

|                    | Enrollment<br><u>Fee</u> | Single Club<br>Access<br><u>Monthly</u> | All Club<br>Access<br><u>Monthly</u> |
|--------------------|--------------------------|---|--------------------------------------|
| BCI member         | \$59                     | \$29                                    | \$39                                 |
| Dependent 12+ yrs* | \$0                      | \$20                                    | \$20                                 |

\*Club access for dependents will correspond with member club access.

## Amenities (may vary by location)

- ◆ Aerobic & step classes
- ◆ Circuit weight training
- ◆ Cross trainers
- ◆ Cycling classes
- ◆ Free weights
- ◆ Hammer strength
- ◆ Indoor basketball court
- ◆ Kickboxing
- ◆ Lifecycles
- ◆ Pilates
- ◆ Racquetball courts
- ◆ Sauna/steam room/pool
- ◆ Tanning
- ◆ Treadmills
- ◆ Yoga classes

New members will receive a free session with a fitness professional to help you achieve your fitness goals.

## Locations

### TOTAL WOMAN (women only)

#### Meridian

1710 West Cherry Lane  
208-888-9192

#### Boise

1435 South Maple Grove  
208-376-6558

### IDAHO ATHLETIC CLUB

#### Caldwell

4623 Enterprise Way  
208-459-0729

2999 N Lakeharbor Lane  
208-853-4224

#### Eagle

875 East Plaza Drive  
208-938-8410

#### Meridian

2340 South Eagle Road  
884-5251

#### Nampa

5251 East Exchange Way  
208-442-6378

1450 Fairview Avenue  
208-888-0060

## Contacts

For more information, contact:

Levi Bachmann at [levi@idahoathleticclub.com](mailto:levi@idahoathleticclub.com) or  
208-442-6378 (office) or 208-794-8212 (cell)

*Blue Extras! is a value added program and not connected to your benefit plan. Idaho Athletic Club and Total Woman Fitness are independent companies and Blue Cross of Idaho is not responsible for their services or products.*

# KIMBERLY FITNESS CENTER

Blue Cross of Idaho members are eligible for a special discount at Kimberly Fitness Center. Simply show them your Blue Cross membership card to get the rates listed below.

Kimberly Fitness is your community fitness center and offers a supportive environment to help you achieve your goals. New members receive an equipment orientation and an initial workout regimen based on the member's fitness level.

Kimberly Fitness is dedicated to making our community strong and invites you to join them today!

## Twelve Month Membership Fees

|                   | <u>Monthly Fee</u>         |
|-------------------|----------------------------|
| Single Membership | \$24                       |
| Double Membership | \$44                       |
| Family Membership | \$10 additional per child* |

*\* Family memberships may include children between the ages of 13 and 18. Dependents 16 and under must be accompanied by a parent.*

## Amenities

- ◆ Treadmills with televisions
- ◆ Cross-trainer ellipticals
- ◆ Recumbant and upright bicycles
- ◆ Weight machine
- ◆ Free weights
- ◆ Stability balls, resistance bands
- ◆ Group fitness classes, including step-strength training, hi-lo aerobics, and cardio sculpt
- ◆ 2 private shower rooms
- ◆ Free play area for children

Services such as tanning, thirst quenchers, yoga and personal training are available for an additional fee.

## Location

Kimberly

131 North Main Street  
Kimberly, Idaho  
208-423-5486

For more information, visit [www.kimberlyfitnesscenter.com](http://www.kimberlyfitnesscenter.com).

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# KOKO FIT CLUB

Join Koko FitClub for the world's best 30 minute workout! Koko FitClub provides member workout plans for the Koko Smartrainer and Koko cardio machines customized through the Koko Smartraining System™.

Each Smartrainer offers more than 100 exercises; eliminating the need to move from machine to machine to achieve your fitness goals. When you're ready to work out, the Smartrainer greets you by name and guides you through your program for that day. Each time you come back, Koko automatically adapts your new session to all your previous progress. No two workouts are ever the same, so your mind and body stay continually challenged.

Not sure if this program is right for you? Visit Koko FitClub and receive five complimentary sessions before you enroll.

## Membership Type & Fees

|                            | <u>Enrollment Fee</u> | <u>Monthly Fee</u> |
|----------------------------|-----------------------|--------------------|
| BCI Member                 | \$49.99               | \$44.99            |
| Additional Family Members* | \$0                   | \$39.99            |

*\*Same household*

## Amenities

- ◆ 5 Koko Smartrainers (automated personal training)
- ◆ 5 cardio machines (equipped with cardio smart training)
- ◆ Shower
- ◆ Changing rooms

## Location

### Meridian

1626 South Wells Avenue, Suite 110  
208-906-9535

## Contacts

For more information, contact:

Anne Little Roberts, Owner  
208-906-9535 Office  
208-861-4799 Cell  
***kokofitidaho@yahoo.com***

For more information, visit ***kokofitclub.com***.

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# NORTH IDAHO ATHLETIC CLUB

Looking for a way to stay fit? North Idaho Athletic Club is offering a special discount for Blue Cross of Idaho members and there are no enrollment fees!

## Twelve Month Membership Fees

|                       |                               |
|-----------------------|-------------------------------|
| Member                | \$29 monthly fee              |
| 1st Dependent         | \$25 monthly fee              |
| Additional Dependents | \$20 monthly fee (per person) |

## Amenities

- ◆ 11 circuit training workout stations
- ◆ Stationary bicycles
- ◆ Treadmills
- ◆ Exercise balls
- ◆ Resistance bands
- ◆ Free weights
- ◆ Assisted pull-up/dip machine
- ◆ Nutritional plans
- ◆ Orientation from on-site professional personal trainer
- ◆ Fitness classes including pilates, yoga, boot camp, step-aerobics, spin, lifting, karate

The following services are available for an additional fee:

- ◆ Tanning
- ◆ Kidcare
- ◆ Massage therapy
- ◆ Personal training
- ◆ Krav Maga and Akido (additional martial art forms)

## Location

### Moscow

408 South Main  
208-882-7884

For more information, visit [www.niathletic.com](http://www.niathletic.com)

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# OZ FITNESS

Join OZ Fitness with a special rate for Blue Cross of Idaho members!

## Membership Type and Fees

|                                | Monthly<br><u>Fee</u>                     | Enrollment<br><u>Fee</u> | Processing<br><u>Fee</u> |
|--------------------------------|---|--------------------------|--------------------------|
| BCI member                     | \$29.99 (one club)<br>\$34.99 (all clubs) | None                     | None                     |
| First additional family member | \$15.99 (all clubs)                       | None                     | \$79                     |
| 2+ family members              | \$15.99 (all clubs)                       | None                     | None                     |

## Amenities (may vary by location)

- ◆ Multiple locations in Spokane
- ◆ Basketball court
- ◆ Yoga
- ◆ Pilates
- ◆ Cycling
- ◆ Kickboxing
- ◆ Aerobics
- ◆ Certified personal trainers
- ◆ Weight loss programs
- ◆ Free-weight area
- ◆ Advanced cardio equipment
- ◆ Variety of Selectorized weight machines
- ◆ Indoor heated pool
- ◆ Steam room, sauna, Jacuzzi
- ◆ Kids Club (6 months – 11 years)
- ◆ Tanning
- ◆ Pro Shop
- ◆ Racquetball courts
- ◆ 2 one-hour sessions with a trainer

All memberships are ‘pay as you go’ – no long-term contracts! Dues may be paid monthly through electronic funds transfer or may be paid on an annual basis and are subject to a one-year lock-in rate. To take advantage of this special offer, you will need to provide your Blue Cross of Idaho identification card at the time of enrollment.

*No other discounts can be used with this offer. Must be at least 18 years old, or 12 with parent. You must show proof of membership with Blue Cross of Idaho at the time of enrollment. Additional family members must be related as a spouse, domestic partner or child (12-17 years old) of the member and live at the same address as the member. See club for complete details.*

## Contacts

For more information, contact:

Jessica Roskowyk, Asst. Corp Sales 509-448-2151

Julie Greely, Regional Corp Sales Director 509-768-9564

or visit [www.ozfitness.com](http://www.ozfitness.com)

*Blue Extras! is a value added program and not connected to your benefit plan.*

*OZ Fitness is an independent company and Blue Cross of Idaho is not responsible for its services or products.*

# PEAK HEALTH & WELLNESS CENTER

Join Peak Health & Wellness Center and you're entitled to a one time only 5% discount on any prepaid membership fee! Your membership gives you access to three locations in North Idaho with over 100,000 square feet of fitness options. In addition, Peak has reciprocal arrangements with nearly 80 other locations throughout the northwest. The fitness facilities offer a wide variety of amenities that may vary by location.

## Amenities (may vary by location)

- ◆ Group fitness classes – over 90 classes to choose from!
- ◆ Full free weight and plate-loaded equipment
- ◆ 40+ cardio machines per location
- ◆ Basketball court (Post Falls & Ironwood locations only)
- ◆ Racquetball courts (Ironwood location only)
- ◆ Locker rooms with saunas

Additional services such as child care, a juice bar, tanning booths and personal trainers are available for an additional fee.

## Locations

### Post Falls

927 East Polston Avenue, Suite 101  
208-773-0601

### Hayden

190 West Centa Drive, Suite A  
208-762-9014

### Coeur d'Alene

940 Ironwood Drive  
208-667-2582

For additional information, visit [www.thepeakid.com](http://www.thepeakid.com)

Going to be traveling? Visit [www.fitlifeclubs.com](http://www.fitlifeclubs.com) to find a friendly fitness facility near your destination.

*Blue Extras! is a value added program and not connected to your benefit plan.  
Peak Health & Wellness Center is an independent company and  
Blue Cross of Idaho is not responsible for its services or products.*

# SNAP FITNESS

Snap Fitness provides the solution between managing your busy life and the desire to stay fit. They bring fast, convenient and affordable workouts into neighborhoods – minutes from your doorstep – with a compact, 24/7 state-of-the-art fitness center.

## Membership Type and Fees

|                                |                   |
|--------------------------------|-------------------|
| Enrollment                     | \$25 one-time fee |
| Access Card Fee                | \$20 one-time fee |
| Single Membership              | \$34.95 per month |
| Double Membership (2 members)  | \$54.95 per month |
| Family Membership (3+ members) | \$64.95 per month |

*Minimum dependent age is 13*

Snap Fitness supports your fitness goals with on-site fitness professionals; online tools, including your own personal Web page and virtual trainer; and health/wellness coaches that are only a phone call away. You can rely on a clean, friendly, safe environment to work out.

## Amenities

- ◆ No contracts!
- ◆ Cybex and Matrix cardio, circuit weights and free weights
- ◆ Octane elliptical with circuit training attachments
- ◆ Woodway treadmill
- ◆ Suspension training systems
- ◆ Free online training center
- ◆ Free online nutrition center
- ◆ Free equipment orientation and fitness plan
- ◆ Free fitness assessment
- ◆ Access to Snap fitness facilities (over 1,300) nationwide

## Location

### Coeur d'Alene

3270 W. Prairie  
208-772-4900  
coeurdalene@snapfitness.com

### Hayden

231 W. Hayden Avenue, Suite D  
Hayden, ID 83835  
208-209-7089

For more information, visit [www.snapfitness.com/coeurdalene](http://www.snapfitness.com/coeurdalene)  
or [www.snapfitness.com/haydenlake](http://www.snapfitness.com/haydenlake)

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Snap Fitness is an independent company and Blue Cross of Idaho  
is not responsible for its services or products.*

# TREASURE VALLEY FITNESS

If you're looking for a workout that's fun and gets great results, try Treasure Valley Fitness. This family friendly fitness center is conveniently located and offers a discounted rate for Blue Cross of Idaho members and their entire family. The newly remodeled 48,000 sq. ft. facility features state-of-the-art equipment in a safe, non-intimidating environment. Highly trained, friendly staff members are available to help you achieve your fitness goals. New members receive a gym orientation and initial session with a certified personal trainer.

## Twelve Month Membership Type and Fees

|           | <u>Enrollment Fee</u> | <u>Monthly Fee</u> |
|-----------|-----------------------|--------------------|
| Member    | \$29                  | \$19.95            |
| Dependent | \$19                  | \$14.95            |

## Amenities

- ◆ Over 50 pieces of cardio equipment
- ◆ Top-of-the-line TECHNO GYM weight and circuit equipment
- ◆ Unlimited group-X classes, including yoga, Pilates, Zumba and cycling
- ◆ Nutrition consultation
- ◆ Racquetball/handball courts
- ◆ Basketball courts, men's leagues
- ◆ Whirlpool, steam room and separate saunas
- ◆ 2 outdoor (seasonal) pools and aquatics lessons
- ◆ Men's and women's locker and shower facilities

Treasure Valley Fitness also features a mixed martial arts training center that offers training for ages three years to adult. Members may upgrade their basic membership to include the martial arts training center and receive instruction in a variety of disciplines including Muay Thai/Kickboxing, Fight Fit Bootcamp, jiu jitsu, boxing, KRAV MAGA self-defense and karate. Other services such as on-site child care, tanning beds and a juice bar are available for an additional fee.

## Location

### Boise

7211 W. Colonial Street  
208-323-1353

For more information, visit [www.treasurevalleyfitness.com](http://www.treasurevalleyfitness.com)

*Blue Extras! is a value added program and not connected to your benefit plan. Treasure Valley Fitness is an independent company and Blue Cross of Idaho is not responsible for its services or products.*

# WORLD GYM

## REAL GYMS, REAL PEOPLE, REAL RESULTS!

Are you looking for a fitness club in Southeast Idaho? World Gym in partnership with Blue Cross of Idaho is pleased to offer discounted rates to Blue Cross of Idaho members. World Gym members enjoy the largest selection of cardiovascular equipment and strength training in Southeast Idaho. And, for an additional \$5 per month, members have full access to all three World Gym locations.

### Membership Type and Fees\*

|                                       | <u>Enrollment Fee</u> | <u>Monthly Fee</u> |
|---------------------------------------|-----------------------|--------------------|
| Blue Cross of Idaho member            | \$79                  | \$31.95            |
| Spouse – additional fee               | N/A                   | \$25               |
| Children (ages 12-19) additional fee: |                       |                    |
| 1st Child                             | N/A                   | \$15               |
| 2nd Child                             | N/A                   | \$10               |
| 3rd Child and each child thereafter   | N/A                   | \$5                |

\*Requires a minimum one-year membership.

### Amenities (may vary by location)

- ◆ Circuit training area
- ◆ Over 400 group fitness classes per month
- ◆ Spinning studios
- ◆ Power lifting area for extreme lifters (Idaho Falls location only)
- ◆ Mixed martial arts program (Idaho Falls location only)
- ◆ Racquetball (Rexburg location only)

Additional services, Kids World childcare center; Solar Connection tanning salon; personal training and massage, available for an additional fee.

### Locations

#### Idaho Falls

1515 Northgate Mile  
208-552-0500

#### Rexburg

730 West 7th North  
208-356-7780

#### Pocatello

1435 North Main Street  
208-234-4177

*Blue Extras! is a value added program and not connected to your benefit plan.  
World Gym is an independent company and Blue Cross of Idaho is not responsible for its services or products.*

# AFFORDABLE HEARING AIDS – WOULD YOU LIKE TO HEAR WELL?

A hearing test is the first step. Maybe you just have wax build-up, which is causing a mild to moderate hearing loss. How will you know unless you have your ears checked? Visit a certified doctor of audiology for an ear inspection and hearing evaluation.

Blue Cross of Idaho has partnered with audiologist Tia Flynn, Au.D., to offer our North Idaho members a special discount. You will receive \$50 off one hearing aid or \$100 off a pair of hearing aids when you order them through Affordable Hearing. Be sure to ask for your Blue Cross of Idaho discount when you show your Blue Cross member ID card. This discount is in addition to Affordable Hearing Aids' every day low price of 30% off Sonus elite retail pricing on major brands such as Siemens and Phonak.

Dr. Flynn will explain the advances in hearing aid technology and help you determine which hearing instrument is best for you and your budget. No matter which digital hearing aid you choose, it includes a 3-year warranty, 3-year loss & damage and a 3-year supply of batteries.

## **Affordable Hearing Aids, Inc. mission is:**

To provide quality hearing healthcare, hearing aids and assisted listening devices for the hearing impaired of North Idaho.

Customer satisfaction is Dr. Flynn's number one priority. For more information or to schedule your evaluation, contact Dr. Flynn at:

### **Affordable Hearing Aids, Inc.**

1601 3rd Street  
Coeur d'Alene, ID 83814  
208-664-2767

**[www.affordablehearinginc.com](http://www.affordablehearinginc.com)**

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Affordable Hearing Aids, Inc. is an independent company and  
Blue Cross of Idaho is not responsible for its services or products.*

# AUDIOLOGY AND HEARING AID CENTER

## HEARING ASSISTANCE FOR EVERY AGE

There can be many contributors to hearing loss and it's not confined to the elderly. Three out of every 1,000 babies are born with some degree of hearing loss. Through early detection it is possible to treat a child's hearing problems so that they can develop speech and language just like their peers. The certified clinical audiologists at Audiology and Hearing Aid Center will work with you to find the right solution for you or your family member's hearing loss.

Audiology and Hearing Aid Center offers a 45% discount on the Destiny and ZON hearing systems by Starkey Laboratories. In addition, as a Blue Cross of Idaho member, you are entitled to two years of free batteries and a third-year extension on the service warranty for no additional charge when you purchase a hearing aid from Audiology and Hearing Aid Center.

It is Audiology and Hearing Aid Center's goal to improve communication and hearing health for you and your family. Their office is conveniently located near the corner of Fairview and Milwaukee in Boise, behind Walgreen's.

### **For more information, contact:**

Audiology and Hearing Aid Center

1740 North Milwaukee Street

Boise, ID 83704

208-658-0238

[www.boisehears.com](http://www.boisehears.com)

Office Hours: Monday – Friday, 9 a.m. to 4 p.m.

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Audiology and Hearing Aid Center is an independent company and  
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# ELKS HEARING AND BALANCE CENTER

Elks Hearing and Balance Center has partnered with Blue Cross of Idaho to offer 15 percent off the price of hearing aids, a 45-day free trial period, and free batteries for a year for Blue Cross of Idaho members.

The Elks' audiologists provide comprehensive evaluations to determine the cause and most appropriate treatment for hearing loss. They offer the most technologically appropriate, advanced hearing aids fit to your communication needs. Included in the standard service are a comprehensive follow-up examination, lifetime cleaning and programming adjustment, and a one-to-three-year manufacturer warranty that covers needed repairs.

Elks Hearing and Balance Center's mission is to increase their patient's quality of life through evaluation, treatment and customer service. They will work to find a solution that works best for you and advise you on a complete range of options and adaptive solutions specific to you and your lifestyle. To schedule an appointment, contact the location nearest you.

## Locations

### Boise

510 North 2nd Street, Suite 201  
Boise, ID  
208-489-4999

### Nampa

220 10th Avenue South  
Nampa, ID  
208-489-5950

### Eagle

3101 East State Street, Suite 2108  
Eagle, ID  
208-489-4975

### Ontario

1159 SW 4th Avenue  
Ontario, OR  
541-881-0970

### Meridian

520 South Eagle Road #1225  
Meridian, ID  
208-489-5999

For more information, visit [www.elkshearingandbalance.org](http://www.elkshearingandbalance.org)

*Blue Extras! is a value added program and not connected to your benefit plan.  
Elks Hearing and Balance Center is an independent company and  
Blue Cross of Idaho is not responsible for its services or products.*

# HEARING ZONE

If you're having trouble hearing, the clinical audiologists at Hearing Zone can evaluate your hearing, determine whether you have a hearing loss, and make recommendations for your hearing healthcare. Should you need a hearing aid, their experienced audiologists using sophisticated computerized equipment will provide you with the latest technology within your price range.

Hearing Zone has teamed up with Blue Cross of Idaho to offer \$200 off the cost of each instrument and a free one-year supply of batteries with any hearing device purchase. Simply show a Hearing Zone representative your Blue Cross of Idaho ID card to receive the discount.

Hearing Zone is committed to excellence in service. Appointments are available six days a week and walk-ins are welcome.

## Locations

### Pocatello Hearing Zone

4155 Yellowstone Avenue #1235  
Pocatello, Idaho  
208-238-0020

### Blackfoot Hearing Zone

285-C West Judicial  
Blackfoot, Idaho  
208-785-5551

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Blue Cross of Idaho is not responsible for its services or products.*

# HEARPO

## ***Americans with untreated hearing loss earned an average of \$23,000 less than people with normal hearing.***

Blue Cross of Idaho is pleased to provide a hearing care discount plan that makes hearing-aid services accessible and affordable. HearPO is one of the largest providers of hearing healthcare benefits in the United States, offering members a variety of hearing aids and services through a simple three-step process. As a member, you have access to:

- ◆ **Lowest Price Guarantee\***: We'll gladly beat any other local provider's price by 5%. Plus, you will receive a 40% discount off diagnostic services.
- ◆ Choose from over **1000 hearing aid models** from seven industry-leading manufacturers
- ◆ **3-Year warranty** – one of the longest you'll find anywhere – on most hearing aids, covering repairs, loss and damage\*\*
- ◆ **60 day no risk trial period** – if you are not satisfied, return your hearing aids within the trial period for a 100% refund
- ◆ **1 year follow-up care** that includes cleaning, adjustment and other hearing aid services
- ◆ Over **2300 locations** throughout the nation, with 20 in Idaho.
- ◆ **Free hearing aid batteries** – a two year supply mailed directly to your home (maximum of 80 per hearing aid)
- ◆ Financing options with up to **12-months NO INTEREST**

### **How to Access Your Discounts**

**Step 1:** Call 877-371-4075 and tell our client services representative that you are with Blue Cross of Idaho. Our representative will help you find a hearing care provider near you.

**Step 2:** Our representative will explain the HearPO process, get your mailing information and help you make an appointment with a hearing care provider.

**Step 3:** HearPO will send an authorization packet to you and the provider prior to your appointment. This will ensure your HearPO benefit is activated. You are responsible for the total bill, less the applicable savings, at the time service is provided

***HearPO has had a 90% customer satisfaction rating for over a decade***

\* Competitor coupon required for verification of price and model. Limited to manufacturers offered through the HearPO program. Local provider quotes only will be matched.

\*\* Some exclusions apply. Limited to one-time claim for loss and damage.

*Blue Extras! is a value added program and not connected to your benefit plan.  
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Blue Cross of Idaho is not responsible for its services or products.*

# MIRACLE EAR

## **Blue Cross and Miracle-Ear® help you to enjoy better hearing**

Did you know that approximately 28 million Americans, or about one in every ten people in this country deals with hearing loss? Good hearing is important to the quality of your life. Healthy hearing makes it easier for you to communicate in your daily living as well as to keep you close to your friends and loved ones.

Blue Cross of Idaho, in conjunction with Miracle-Ear (d.b.a. Clear Corporation), is excited to offer a new hearing aid discount program available to all Blue Cross members. This program offers a 15% discount off the retail price of Miracle-Ear hearing aids. **(This discount will not be available in conjunction with any promotional pricing.)**

Hearing aids are one of the mainstays of personal communication for people with hearing loss. *Find out what you may be missing!*

To find the participating store nearest to you, visit [www.miracle-ear.com](http://www.miracle-ear.com).

*Blue Extras! is a value added program and not connected to your benefit plan.*

*Miracle Ear is an independent company and*

*Blue Cross of Idaho is not responsible for its services or products.*

# TRU HEARING

## DO YOU HAVE TROUBLE HEARING?

About 28 million Americans have serious hearing loss, including one of four people older than 65. Most hearing loss comes as we age, or from exposure to very loud noises, but it can also come from impacted earwax, infections, and other medical problems.

Blue Cross of Idaho members enjoy savings of up to 60% on digital hearing aids from TruHearing. You can also be guaranteed of your satisfaction with a 30-day money back guarantee for the Basic, Medallion and Ultra hearing aids.

|                                  | <u>Regular Price</u> | <u>BCI Member Price</u> |
|----------------------------------|----------------------|-------------------------|
| TruHearing Basic Hearing Aid     | \$1,595              | \$995                   |
| TruHearing Medallion Hearing Aid | \$3,595              | \$1,495                 |
| TruHearing Ultra Hearing Aid     | \$4,755              | \$1,995                 |

Your first step is schedule a hearing exam by calling 800-530-3974.

### TruHearing Return & Warranty Program

#### Return Policy

The return policy to the patient is thirty (30) days from the contract date, no questions asked. The expiration date is printed on the contract that the patient signs at the time of the transaction.

#### Visit Policy

There are three visits included in the TruHearing program. One is for the initial test and impression, one is for the fitting and one is for follow-up care. The patient will be charged \$35 for any additional visits that may be required.

#### Warranty

The first year, comprehensive. Second year, repair only warranty extends an additional twelve months. There are options to purchase extended warranties through TruHearing. If the patient lets the warranty lapse and wants to purchase an additional warranty, it is possible but will cost a bit more. Specific pricing is available by calling TruHearing at 800-530-3974.

This information can also be obtained in the FAQ section at the TruHearing web page found at [www.truhearing.com](http://www.truhearing.com).

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*TruHearing is an independent company and*

*Blue Cross of Idaho is not responsible for its services or products.*

# ORTHODONTIC VALUES

At Blue Cross of Idaho, we know that maintaining good health and a healthy smile is important to everyone. We also know that our members may or may not have a dental insurance plan with orthodontic benefits. This is why we have teamed up with orthodontists eager to provide exceptional patient care and service.

If you are a Blue Cross of Idaho member, no matter what your plan covers, you will receive a discount of \$400 off the total cost of full orthodontic treatment plans for eligible family members. All you have to do is show the provider your Blue Cross member ID card. The discount applies to any treatment plan which is initiated after the orthodontist's effective date.

## Provider List

**Dr. Scott Alexander**  
*(Effective 4-27-10)*  
Boise, ID  
208-331-5080

**Dr. Jacob Jarvis**  
*(Effective 5-19-08)*  
Boise, ID  
208-667-3341  
  
Eagle, ID  
208-939-7085

**Dr. Dwight Baker**  
*(Effective 8-4-10)*  
Idaho Falls, ID  
208-524-0644

**Dr. Jeffrey Johnson**  
*(Effective 4-7-10)*  
Idaho Falls, ID  
208-529-3500

**Dr. Bret B. Christensen**  
*(Effective 10-23-08)*  
Lewiston, ID  
208-798-4427

**Dr. Christopher Kelson**  
*(Effective 1-24-11)*  
Boise, ID  
208-378-1300

**Dr. Jared Gill**  
*(Effective 4-7-10)*  
Idaho Falls, ID 83402  
208-881-3368

Meridian, ID

**Dr. Michael Gold**  
*(Effective 2-22-10)*  
Meridian, ID  
208-884-5556

**Dr. Laura K. Lineberry**  
*(Effective 12-12-07)*  
Boise, ID  
208-658-9470  
  
Mountain Home, ID  
208-587-4422

**Dr. Jason Howell**  
*(Effective 7-9-10)*  
Meridian, ID  
208-893-5151

*Continued*

*Blue Extras! is a value added program and not connected to your benefit plan.  
The above orthodontists are independent providers and  
Blue Cross of Idaho is not responsible for their services or products.*

## Provider List

Dr. Phillip D. Lowder

*(Effective 11-11-08)*

Rigby, ID

208-745-7407

Idaho Falls, ID

208-524-1404

Sugar City, ID

208-745-7407

Dr. Marcus Lowry

*(Effective 9-1-11)*

Merdian, ID

208-855-5045

Nampa, ID

208-461-9288

Dr. Layne McCord

*(Effective 1-28-10)*

Idaho Falls, ID

208-529-8333

Dr. Samuel G. Smith

*(Effective 9-18-08)*

Boise, ID

208-321-7006

Eagle, ID

208-939-2311

Dr. David Wilkinson

*(Effective 10-15-07)*

Lewiston, ID

208-746-0479

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# ARTISAN OPTICS

Considering LASIK surgery? Hate the idea of a steel blade cutting your eye? You're not alone. That's why bladeless LASIK, or IntraLase, is preferred by patients three to one. Artisan Optics LASIK Center offers a 15 percent discount to Blue Cross of Idaho members on all types of blade-free laser vision correction.

Artisan Optics' surgeons combine extensive experience with a commitment to provide only the very best care to every patient. Artisan Optics' high standards ensure that every aspect of your care will be a quality experience. In addition, the use of bladeless LASIK has been proven to result in more satisfactory outcomes and a shorter recovery time.

## 0% Financing

Don't put off improving your vision because of financial concerns. Artisan Optics offers the CareCredit card, North America's leading patient payment program. CareCredit lets you begin treatment immediately - then pay for it over time with low monthly payments that fit easily into your monthly budget. Now you don't have to save up for years to finally get the vision you've always wanted.

Get started today! Contact Artisan Optics to schedule your free LASIK screening.

## Contact Information

7960 W. Rifleman, Suite #150

Boise, Idaho

208-377-8899

For additional information, visit

[www.artisanoptics.com/Services/LASIK/](http://www.artisanoptics.com/Services/LASIK/)

*Blue Extras! is a value added program and not connected to your benefit plan.*

*Artisan is an independent company and*

*Blue Cross of Idaho is not responsible for its services or products.*



# DAVIS VISION

Good vision is essential to a healthy lifestyle. To help reduce eye care costs, Blue Cross of Idaho has teamed up with one of the nation's leading managed vision and eye care providers, Davis Vision, to offer our members discounts on routine eye examinations, prescription eyeglasses, and contact lenses through our BlueExtras! value-added discount program.

BlueExtras! discounts and services are available to all Blue Cross of Idaho members. However, members must pay the discounted fee for the services they receive and any fees not covered under this program. Visit our website at [www.bcidaho.com](http://www.bcidaho.com) to view the Davis Vision Discount Fee Schedule and the discounts available.

## Laser Vision Correction

The BlueExtras! program also provides members the opportunity to receive laser vision correction services through Davis Vision at discounts of up to 25 percent off a participating provider's normal rate, or five percent off any advertised special (some providers offer flat fees equivalent to these discounts). Please verify the discounts available to you with a participating provider before electing treatment.

For a list of Davis Vision providers visit [www.davisvision.com](http://www.davisvision.com) and:

- ◆ Type in 7220 in the 'Client Code' box on the Member Login page. You do not need a login or password.
- ◆ Click on the 'Find a Provider' link on the Member Menu page to locate the nearest optometrist.
- ◆ Click on the 'Laser Vision Correction' link on the Member Menu page to locate the nearest laser vision center.

# RESTORE VISION CENTERS

Restore Vision Centers (RVC) specialize in one thing: laser vision correction. Their staff of highly skilled surgeons uses state-of-the-art technology to ensure the best possible outcomes. RVC uses Star 4 exclusively -- the respected laser technology that, according to FDA studies, consistently provides the best outcomes.

RVC offers a full range of laser services, from a basic LASIK/PRK procedure to correct common vision problems such as nearsightedness, farsightedness and astigmatism, to iLASIK, the only LASIK procedure approved for military pilots and astronauts. iLASIK combines the customized vision correction, CustomVue Wavefront, and the blade-free IntraLase laser. CustomVue Wavefront is twenty-five times more accurate than traditional laser treatment and can produce better contrast, better night vision, and an overall greater chance of achieving your best vision.

## Non-Wavefront procedures

- ◆ Over 99% RVC patients achieved 20/40 vision or better
- ◆ Over 90% achieved 20/20 vision or better

## Wavefront procedures

- ◆ 98% achieved 20/20 or better!

Contact Restore Vision Centers today for a free, no-obligation evaluation to determine if you are a candidate for a laser vision procedure. Their doctors perform all evaluations, and if cost is an issue for you, RVC offers interest-FREE monthly payment plans for six, 12, 18 or 24 months through Care Credit.

## Contact Information

Restore Vision Centers (Idaho only)

West Boise Professional Center  
8756 W. Emerald Street, Suite 196  
Boise, ID 83704  
208-375-6700  
877-508-2020 toll-free

or visit their website at [www.RestorevisionCenters.com](http://www.RestorevisionCenters.com)

*Blue Extras! is a value added program and not connected to your benefit plan. Restore Vision Centers is an independent company and Blue Cross of Idaho is not responsible for its services or products.*

# TREASURE VALLEY EYE CENTER

Blue Cross of Idaho has joined with Treasure Valley Eye Center to offer members a discount on LASIK (laser vision correction) procedures. Treasure Valley Eye Center offers state-of-the-art technology at affordable prices, all in a welcoming environment. Treasure Valley Eye Center offers Blue Cross of Idaho members their choice of \$250 off the usual and customary rate per eye (\$500 off both eyes), or a 12-month, no interest payment plan.

## What is LASIK?

LASIK and PRK are surgical procedures that eliminate or reduce common visual errors such as nearsightedness, farsightedness, and astigmatism. At Treasure Valley Eye Center, the surgeon performs laser vision correction (LASIK and PRK) with the latest technology, including CustomVue LASIK which captures a 'fingerprint' of your vision to customize laser vision correction specifically to your eyes.

To find out if you're a LASIK candidate, contact Treasure Valley Eye for a complimentary pre-LASIK screening. *Be sure to mention your Blue Cross member discount.*

## Contact Information

Treasure Valley Eye Center  
520 South Eagle Road, Suite 2203  
Meridian, Idaho 83642  
208-706-2020  
[drieverl@treasurevalleyeye.com](mailto:drieverl@treasurevalleyeye.com)

*Blue Extras! is a value added program and not connected to your benefit plan.  
TruHearing is an independent company and  
Blue Cross of Idaho is not responsible for its services or products.*

# TRUVISION

## TruVision Contact Lens Discount Program

Blue Cross of Idaho members are eligible for this exceptional discount program to purchase brand name contact lens products with savings ranging from 5% to 50% less than when purchased from a doctor's office. Plus, you'll receive free standard shipping on any order of \$99 or more! Go to [www.truvision.com](http://www.truvision.com) for details.

## TruVision Laser Treatment

Tired of living with glasses or contacts? What if you could see clearly again without corrective eyewear?

As a Blue Cross member, you will receive 10% off vision correction procedures, with prices starting at \$895 an eye\*. TruVision works with only the best! Their network of highly trained optometrists, ophthalmologists and surgeons are committed to providing you with high quality care. In addition, TruVision's surgeons have performed over one million LASIK procedures!

## Blue Cross members are eligible for the following services:

- ◆ Consultation to determine candidacy
- ◆ Post-operative care
- ◆ A discount on the LASIK procedure that is right for you
- ◆ Affordable payment plans

Take advantage of the exceptional discount from TruVision by becoming a Blue Cross of Idaho member today!

Call TruVision at 866-493-2020 or visit their Website at [www.TruVision.com](http://www.TruVision.com)

\*\$895 per eye fee for Traditional LASIK only. Traditional LASIK is not offered at all locations, and some patients may not qualify for Traditional LASIK due to medical concerns. The surgeon will make the final determination as to whether or which LASIK procedure is best suited for a patient. Typical discount is 10% off usual and customary fees at participating locations. A refundable deposit may be required at the time the services are scheduled.

*Blue Extras! is a value added program and not connected to your benefit plan.  
TruVision is an independent company and  
Blue Cross of Idaho is not responsible for its services or products.*

## NATURAL BLUE

### STAYING HEALTHY IS A NATURAL

Natural Blue<sup>SM</sup> is Blue Cross of Idaho's complementary and alternative medicine discount program. Natural Blue is administered by American Specialty Health Incorporated (ASH), a national personal health improvement organization that provides a credentialed network of alternative health care providers.

It's easy to take advantage of the Natural Blue discount program. As a Blue Cross member you can receive a discount of 25% off usual and customary fees for acupuncture and massage therapy services.\* In addition, you have access to a national network of more than 16,000 fitness clubs. These clubs will offer you either a minimum 10% discount off the initiation and/or monthly dues, or the best available public rate based on the type of membership selected (applies to new memberships only). To locate a provider in your area call 877-335-2746.

Natural Blue also offers access to the ChooseHealthy<sup>TM</sup> online library of health care resources and educational materials—not to mention the online catalog of health and wellness products at discounted prices. Natural Blue and ChooseHealthy have created a comprehensive buying experience for you. When you click on Store, you'll be able to take advantage of discounts on hundreds of products such as vitamins, herbal supplements, sports nutrition products, skin care items and much more. You will save up to 40% off suggested retail prices on products you use every day, with free shipping on most orders for Blue Cross of Idaho members.

*\*Natural Blue is an affinity discount program, it is not insurance. The services available through the program are not covered benefits under Blue Cross of Idaho health plans. You are obligated to pay directly for services received from Natural Blue providers. American Specialty Health Incorporated is an independent company and Blue Cross of Idaho is not responsible for its services or products.*

*ChooseHealthy is a trademark of American Specialty Health Incorporated.*

## SAFE BEGINNINGS

Blue Cross of Idaho is pleased to partner with **Safebeginnings.com** to offer our members the convenience of online, one-stop shopping on many of the products you need, including:

- ◆ Childproofing products such as outlet covers, cabinet latches, safety gates and window guards
- ◆ Nursery items such as crib sheets, teething rails for cribs, crib cassette and CD players, and infant positioning devices
- ◆ Feeding items from breast pumps and nursing pillows to bibs and booster seats
- ◆ Products to help infants who are on the go, such as car seats, jog strollers, infant carriers and travel beds

As an added bonus, Blue Cross members are entitled to a 15% savings on hundreds of additional items on **Safebeginnings.com**. To take advantage of these exceptional discount opportunities, simply enter 'bcid' in the Group Sales section on the left-hand side of the **Safebeginnings.com** web page.

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Safebeginnings.com is an independent company and  
Blue Cross of Idaho is not responsible for its services or products.*



# BLUE CROSS OF IDAHO DISTRICT OFFICES

## **Meridian**

3000 East Pine Avenue  
Meridian, ID 83642-5995

*Mailing Address*

P.O. Box 7408  
Boise, ID 83707-1408  
208-387-6683  
800-365-2345

## **Coeur d'Alene**

2100 Northwest Boulevard, Suite 120

Coeur d'Alene, ID 83814

208-666-1495

## **Idaho Falls**

2116 East 25th Street

*Mailing Address*

P.O. Box 2287  
Idaho Falls, ID 83403  
208-522-8813

## **Lewiston**

1010 17th Street

*Mailing Address*

P.O. Box 1468  
Lewiston, ID 83501  
208-746-0531

## **Pocatello**

275 South 5th Avenue, Suite 150

*Mailing Address*

P.O. Box 2578  
Pocatello, ID 83206  
208-232-6206

## **Twin Falls**

1431 N. Fillmore Street, Suite 200

*Mailing Address*

P.O. Box 5025  
Twin Falls, ID 83303  
208-733-7258