

DEMAND MORE.

Get health care that's built around you.



Introducing Empire BlueCross BlueShield's (Empire's) EPO health plan, featuring the Blue Priority network

Our EPO health plans with the Blue Priority network put you at the center of your care. These health plans also encourage Blue Priority in-network primary care physicians (PCP) to help prevent health problems before they happen. We provide these doctors with special tools, resources and data to help them give you personalized care based on your own health history.

What does this mean for you?

When you visit Blue Priority PCPs, you'll enjoy great health care and great savings through:

- **Personal and coordinated care:** Your EPO health plan with the Blue Priority network works best when you choose an in-network PCP. Blue Priority PCPs work with you to improve your health. They also can coordinate your care with specialists and hospitals. This way, you enjoy more personalized care and may avoid unnecessary visits and treatments, saving you money.
- **Meaningful information:** Your PCP will have access to your medical, prescription drug and lab data they need to make treatment recommendations based on a full picture of your health.
- **Greater access to doctors:** As a member, you can easily make appointments with in-network doctors. Plus, most of our in-network PCPs offer additional hours in the evening and on weekends.

We encourage you to find an in-network Blue Priority PCP. Just look at how much you can save when you do stay in-network:

Service	Cost ¹	What you pay when seeing a Blue Priority in-network doctor	What you pay when seeing a doctor outside the Blue Priority network ("non-covered out-of-network doctor")	What you save with in-network Blue Priority doctors
Office visit	\$300	\$57.38	\$300	\$242.62
Chest X-ray	\$150	\$29.21	\$150	\$120.79
Physical therapy session	\$85	\$25.38	\$85	\$59.62
Colon exam	\$750	\$314.09	\$750	\$435.91
Ultrasound	\$500	\$101.13	\$500	\$398.87

These are examples only, based on contracted rates for services in New York City, New York. Service type varies along with associated rates. Your experience will be different depending on your specific plan, the services you receive and the health care professional who provides the service.



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Your EPO health plan with the Blue Priority network offers you great benefits, such as:

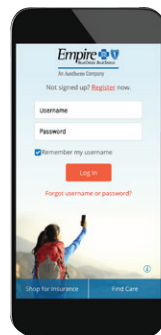
- Covered urgent care and emergency care services.
- In-network preventive care covered at 100%.
- Online tools on empireblue.com to help you get healthy and stay healthy.

Our EPO health plan with the Blue Priority network is easy to use:

- **Where you're covered:** To give you the best possible rate, our Blue Priority network offers coverage for in-network doctors and services only. There's no out-of-network coverage. You can easily find great doctors in 28 counties in New York.² If you're outside of New York, you can also access a broad network of hospitals and doctors through the BlueCard[®] program, including more than 96% of hospitals and 93% of doctors across the country.³
- **What you need to do:** If you haven't already, we recommend choosing an in-network PCP first. This doctor will get to know you and help coordinate your care going forward. Remember, having a PCP isn't required, but we highly recommend it. You'll enjoy more coordinated health care.
- **What you need to know:** You don't need a referral from a PCP to see a specialist. Just visit any one of our Blue Priority specialists and get lower-cost care by staying in-network. Your PCP can help you choose the right specialist for you.

It's simple and quick to find a great doctor nearby:

1. Log in to empireblue.com and under *Useful Tools* on the right, select **Find a Doctor**.
2. Select:
 - a. Insurance type — **Through my employer**
 - b. Your state — **New York**
 - c. Searching for — **Medical**
 - d. Plan/Network — Select your specific **EPO Blue Priority plan**. For example, select "Empire Gold Blue Priority EPO."
3. Select **Continue**.
4. Choose what kind of doctor you want to find.
5. Enter your location.
6. Select **Search**.
7. Next, your list of in-network doctors will appear.



Empire Anywhere — We've got an app for you

Our Empire Anywhere mobile app allows you to have your ID card at your fingertips, find a doctor, compare costs, check claims and much more when you're on the go. You can download the app for free by visiting Google Play or iTunes and searching for **Empire Anywhere**.

We're here for you

If you have questions about finding a doctor, using your plan or a claim, call one of our Empire Customer Service representatives, Monday through Friday, 8 a.m. to 8 p.m. You can find the toll-free number on the back of your member ID card.



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²Empire's 28-county service area: Albany, Bronx, Clinton, Columbia, Delaware, Dutchess, Essex, Fulton, Green, Kings, Montgomery, Nassau, New York, Orange, Putnam, Queens, Rensselaer, Richmond, Rockland, Saratoga, Schenectady, Schoharie, Suffolk, Sullivan, Ulster, Warren, Washington and Westchester.

³Blue Cross and Blue Shield Association website: bcbs.com/about-the-association.

Services provided by Empire HealthChoice Assurance, Inc., licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans.

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