

# Your Personal Guide

*To Answers & Resources*

# Convenient & Confidential



*Highmark  
Blue Shield Medicare  
Member Service*

## ***Giving You Personalized Help with All Your Health Care Coverage Needs***

Highmark Medicare Member Service representatives specialize in knowing all about Medicare. They're dedicated to serving *only* our members who have Medicare...and to recognizing and responding to the unique needs of people with Medicare. They receive hours of special training every year to make sure that they understand how Medicare works...and most importantly, how that affects *your* health care benefits and your life.

As examples, Highmark representatives are sensitive to the changes that take place as we age. As a result, they take the time to make sure you fully understand your choices of Medicare health care plans. They will guide you to resources that can help you select the health care coverage that best meets your needs. And they are trained to direct you to resources in your community that can help with specific issues, such as home safety or financial assistance.

When you enroll in a Highmark Blue Shield Medicare program, rest assured that you can take advantage of fast, accurate, confidential help with all of your health care coverage and health-related questions and concerns.

Highmark Medicare Member Service representatives are your personal guides to answers and resources related to your health and health care coverage.

Look inside for the many ways Highmark Medicare Member Service can help you take the best advantage of your Highmark health care coverage and other community resources...and help you "Have a greater hand in your health®."



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*When you need answers or support,*

# One Call

*connects you to **all** the services you need.*

*When you have questions about your health, you call your doctor.  
When you have questions about your health care coverage...or when you  
need help identifying a health care issue you're dealing with and exploring  
ways to address your concerns...call a Highmark Medicare Member  
Service representative.*

Member Service representatives can assist you with many issues in addition to questions about your health care coverage. Your representative can:

- *Discuss your Medicare options for Part A Hospital Insurance, Part B Medical Insurance, Part C Medicare Advantage Plans and Part D Prescription Drug Coverage...and help you determine the best program to meet your needs.*
- *Direct you to a Blues On Call<sup>SM</sup> health coach, if appropriate, for in-depth information about any health concern or topic, and decision support about your treatment options.*
- *Help you find and sign up for health education or wellness programs or activities in your community or online.*
- *Find a SilverSneakers<sup>®</sup> Fitness Program location near you. As a Highmark member, You'll enjoy full membership privileges at the participating fitness center of your choice...at no additional cost to your Highmark premium...where you can take part in exercise classes just for people with Medicare and enjoy all of the facilities and programs at a center.*
- *Find and contact community resources that can help you pay your bills (for example, your utilities) or apply for rent rebates.*
- *Call your provider for you to resolve a billing issue.*





### ***You Call Us and We'll Call You***

It's convenient and easy to reach a Highmark Medicare Member Service representative once you've become a Highmark Medicare Health Plan member. Just telephone the toll-free number for your program of health care coverage that's printed on your membership (ID) card. Most program representatives are available every day of the week between 8:00 a.m. and 8:00 p.m.

When you become a new Highmark member, you can also expect to get a "welcome call" from one of our friendly, knowledgeable representatives. We want to make sure that you completely understand the program you've enrolled in and have received your new membership card and other materials you need.

### ***We Reach Out to You in Person, Too***

Throughout the year, you can talk one-on-one with a Member Service representative at one of our informational meetings held at hundreds of locations throughout our service area. Some meetings are designed to provide you with

detailed benefits information soon after you first enroll, so you know exactly what your plan covers and how to use your benefits wisely. Other meetings are held in the fall to tell you about changes in Medicare and your benefits for the upcoming calendar year, so you can get accurate answers to your questions and make an informed decision about your coverage choice during your enrollment period.

We also have five walk-in Servicers that are open Monday through Friday, from 8:30 a.m. to 4:30 p.m. Talk to a helpful representative at the location nearest you:

Penn Avenue Place  
501 Penn Avenue, Ground Floor  
Pittsburgh, PA 15222

One Pasquerilla Plaza  
Johnstown, PA 15901

717 State Street  
Erie, PA 16501

Building #1, Level 1-A  
1800 Center Street  
Camp Hill, PA 17011

7248 Tilghman Street  
Allentown, PA 18106

If you live in western Pennsylvania, we also have Member Service representatives who will meet at your convenience at additional sites throughout the region. Call Monday through Friday, between 8:30 a.m. and 4:30 p.m., to make an appointment: 1-800-816-5527. TTY users, please call 1-800-452-8086.



### ***People Able to Lend Support—PALS Program***

Call a Highmark Medicare Member Service representative to take part in Highmark's unique support program called PALS—People Able to Lend Support. Your representative can help match you up with a specially-trained PALS volunteer who will come to your house to do chores, take you shopping, prepare light meals, or just make a friendly visit. Or, you can become a PALS volunteer and help others in your community. When you volunteer, you'll earn credits that you can redeem for services you may need or for gift certificates you can keep or give away. Ask your Member Service representative for information about joining other PALS activities, too, including book clubs and quilting groups.

### ***Enjoy Personalized Attention***

Your Highmark Medicare Member Service representative is not satisfied until you are satisfied. During every call, your representative will work with you to:

- Help you clearly identify your issue and understand your concern.
- Give you a prompt answer whenever possible. If you have a question that cannot be answered right away, your representative will research the issue and call you back as soon as possible...at *your* convenience.
- Explore alternative ways to address your concerns, when appropriate.



## ***Your Discussions are Always Confidential***

All telephone calls and one-on-one counseling sessions are completely confidential (except as required by law). You can be assured that we will ask for personal information or share it with your doctor's office staff *only* with your complete approval. You can trust your Highmark Medicare Member Service representative, and always feel comfortable talking to them about any health care issue you may have.

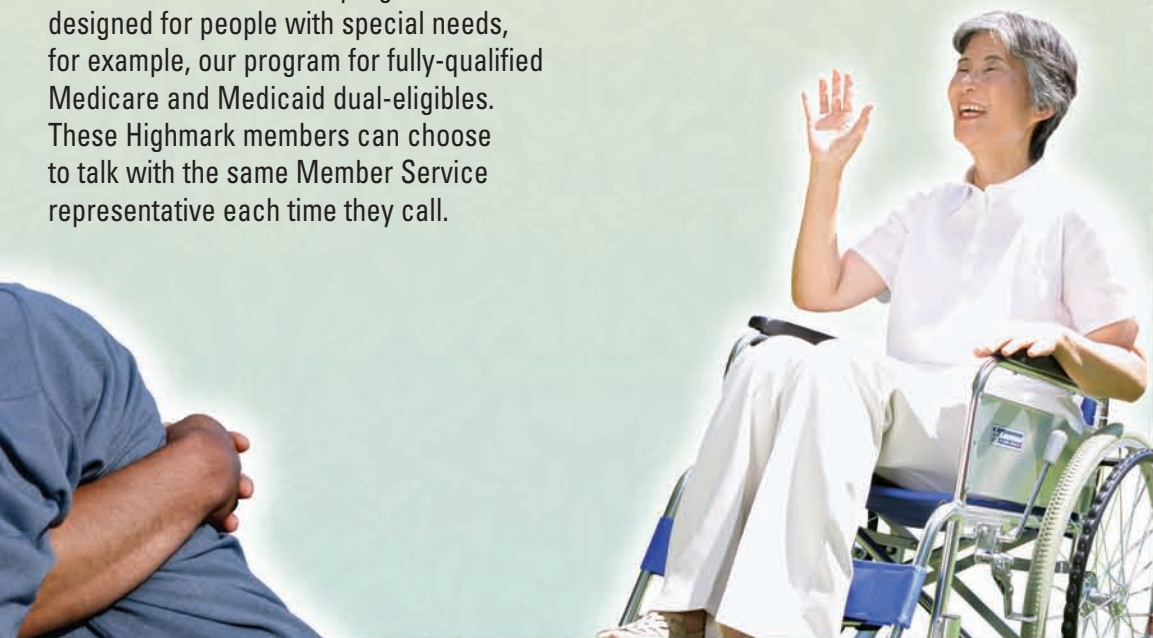
## ***One-on-One Service if You Have Special Needs***

A special team of Highmark Medicare Member Service representatives is dedicated to serving members enrolled in one of our health care programs designed for people with special needs, for example, our program for fully-qualified Medicare and Medicaid dual-eligibles. These Highmark members can choose to talk with the same Member Service representative each time they call.

For example, a member can ask their representative to find the names of several participating doctors near their home...then call the same representative to identify community resources that can provide help paying their utility or rent bills. This personalized service helps you and your representative form a solid relationship based on trust. Your representative knows you and your important medical information, so you can get right to your question or concern each time you talk.



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Highmark Blue Shield  
Medicare Member Service—

# Offers You The Best

*in personal, trustworthy and  
accurate information*

When you become a Highmark Blue Shield member, you enjoy the best in Member Service:

- If you'd like to receive more information about the variety of Highmark health care plans we offer people with Medicare—including enrollment applications—please call toll-free 1-866-777-0369, any day of the week between 8:00 a.m. and 8:00 p.m. TTY users, call 1-800-227-8210.
- If you're already a Highmark member, call the toll-free Member Service telephone number printed on your Highmark membership (ID) card. Representatives are ready to take your call any day of the week between 8:00 a.m. and 8:00 p.m., unless otherwise noted.



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P. O. Box 1068  
Pittsburgh, PA 15230-1068

Highmark Blue Shield is a health plan with a Medicare contract with the Federal government.

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Blues On Call is a service mark of the Blue Cross and Blue Shield Association.

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SilverSneakers is a registered mark of Healthways Health Support, Inc.