



FINDING THE RIGHT MEDICATION JUST GOT MORE PERSONAL



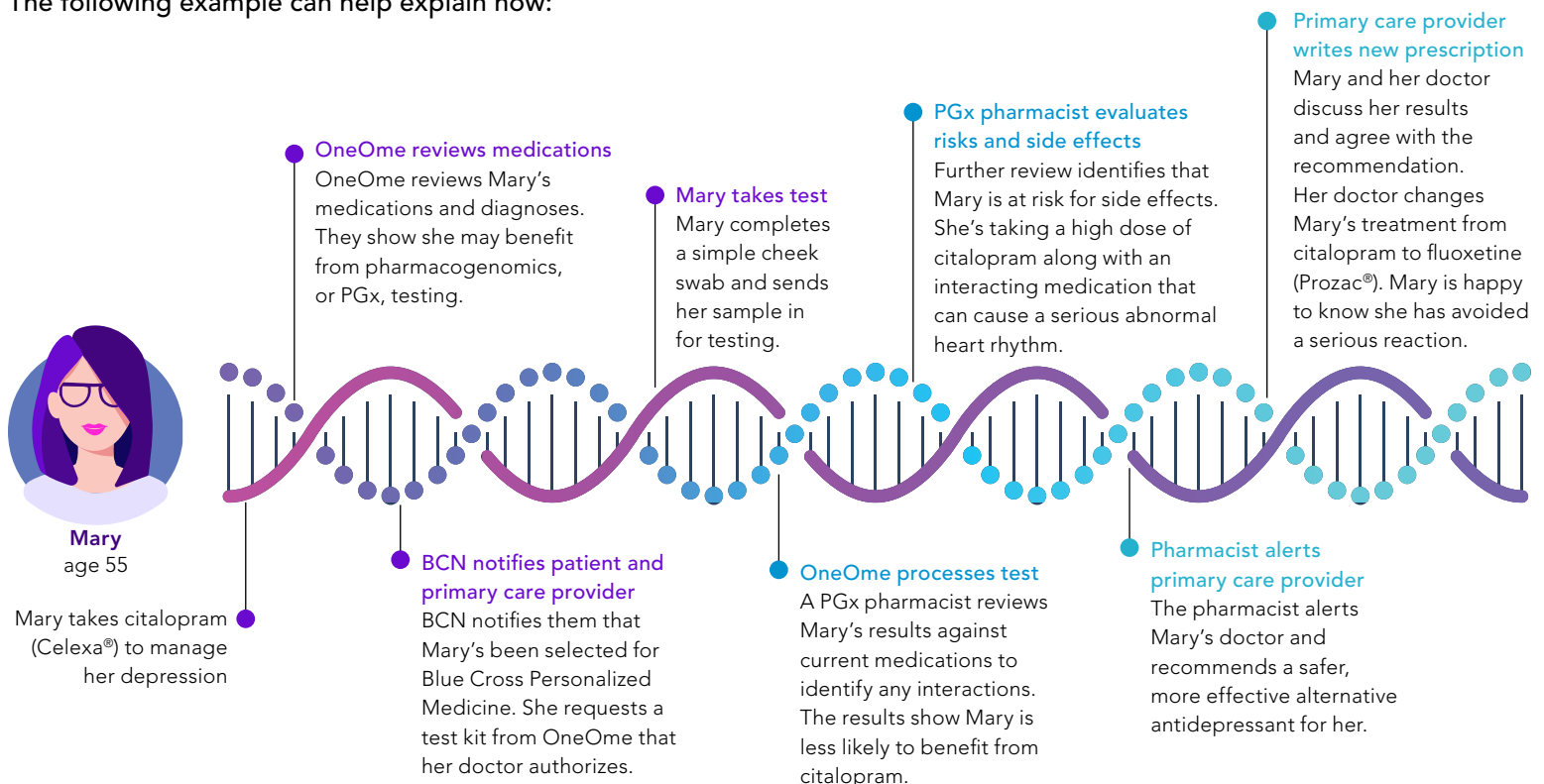
Let your genetics be a guide to medications that may work best for you



Your genes can play a role in how well you respond to medications. While each person is unique in how their body processes medications, you can help health care providers find the right medication that may work best for you — with a simple test.

Blue Cross Personalized MedicineSM includes the RightMed[®] Test, genetic testing and analysis through OneOme[®], a pharmacogenomics, or PGx, company co-founded by the Mayo Clinic. With a single test, you can feel confident that your treatment is tailored specifically for you and may reduce the risk of any harmful side effects or drug interactions. And there's no cost to you.

The following example can help explain how:



Ask your doctor if Blue Cross Personalized MedicineSM can benefit you.

OneOme RightMed Test: What to know

Developed by our trusted partner OneOme, the RightMed Test is:

Doctor-prescribed

No cost

There's no cost to you if you're selected for our program.

99% accurate

Genetic testing and lab results are backed by the scientific methods of pharmacogenomics, laboratory and health data experts.

Confidential

Blue Care Network or your employer won't have access to your test results.*

Safe and secure

OneOme complies with all local, state and federal privacy laws.

*OneOme shares your test results only with you, your doctors and a PGx pharmacist through OneOme's secure website. Blue Care Network and your employer aren't involved in the test process and won't have access to the results. The test results won't affect your health care coverage. The PGx pharmacist, you and your prescribing health care provider will determine and agree on any recommended changes.



OneOme is an independent company supporting Blue Cross Blue Shield of Michigan and Blue Care Network by providing services related to genetic testing. Blue Care Network is a nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association.