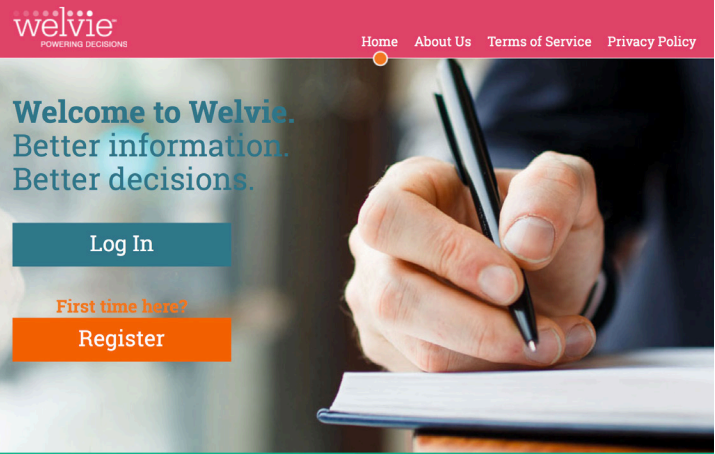


Meet Welvie.
And get up to
\$50 in gift cards.



Whether you're thinking about surgery for yourself or a loved one, or just curious about the process, Welvie can help.

Surgery is an effective way to treat many conditions. But it may not be the right choice for every person in every situation. You may not even realize you have a choice. Yet, from treatments to doctors to hospitals, you have the right to choose.

Meet Welvie — your easy-to-use, online guide.

The Blue Cross Blue Shield ECP plan provides access to Welvie, a program that helps you decide on, prepare for and recover from surgery.

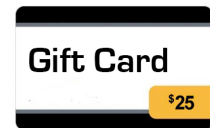
In six easy interactive steps, Welvie guides you through the entire surgery decision-making process. When you log in to Welvie, you'll be able to review information, videos, Q&As and more.

Welvie shows you how to work with your doctor to:

- Make sure you have the correct diagnosis
- Explore your treatment options
- Prepare for and recover from surgery (if surgery is the right choice for you)

It's a program everyone can use.

You don't need to be thinking about surgery to benefit from Welvie. After all, many surgeries are unplanned. Preparing ahead of time can help you have better results when the time comes.



A gift for you.

When you complete Steps 1 through 3 of the program, you and any covered family members will receive a \$25 Amazon.com gift card.

Plus, complete Steps 4 through 6 to receive a second \$25 gift card.*

Get started with Welvie today.

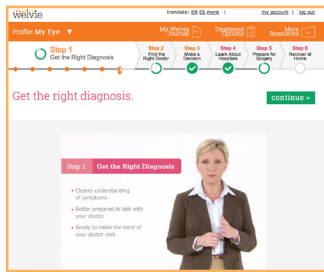
Go to www.welvie.com and select the *Register* button. If you do not have Internet access you can call Welvie customer service toll-free **1-877-434-6168**, Monday through Friday from 8 a.m. to 7 p.m. Eastern time. TTY users call **711**.

*Two \$25 gift card rewards are available per member every 365 days.

Six Steps to Better Decisions

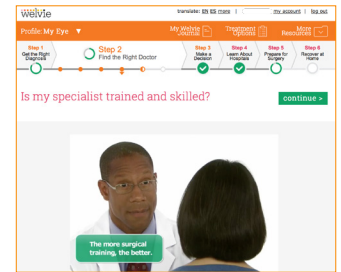
Step 1: Starting your surgery decision off on the right foot.

Welvie's interactive exercises help you explain your symptoms so you can make the most of your doctor's visit and get the right diagnosis.



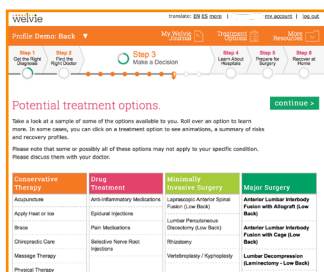
Step 2: How to talk to your doctor. (And listen, too.)

Welvie shows you how to ask all the essential questions before you have to make an all-important choice about who will provide your medical care.



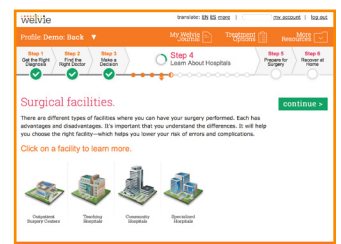
Step 3: Is surgery the only answer? Welvie can help you discover if alternative treatments might be available.

You'll learn how to work with your doctor to find the best solution for you.



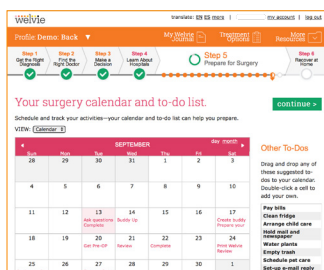
Step 4: Selecting a hospital is your call.

Welvie guides you in selecting the right kind of hospital (they're not all the same). And reminds you of some key things to ask the doctors and nurses on your surgical team.



Step 5: OK. Now let's get this surgery over with.

When the decision to have surgery has been made, Welvie helps you build your to-do list for pre-op. Knowing you've planned, you can relax a bit.



Step 6: Time to go home and get well.

Let the healing happen. Welvie gives you tips to help reduce the chance of complications and speed your recovery, even before you leave the hospital.

