

# Blue Notes

A QUARTERLY PUBLICATION  
FOR EAST BATON ROUGE  
CITY-PARISH EMPLOYEES

2012 VOL. 2, ISSUE 2

## Online Patient Reviews and Cost-Saving Tools

Beginning this summer, Blue Cross and Blue Shield of Louisiana will launch two new tools that give you clear, easy-to-understand and easy-to-find information to help you make smarter healthcare choices. Starting July 1, you can use these tools online at [www.bcbsla.com](http://www.bcbsla.com):



### Patient Reviews: Review Your Doctor and Read about Other Members' Experiences

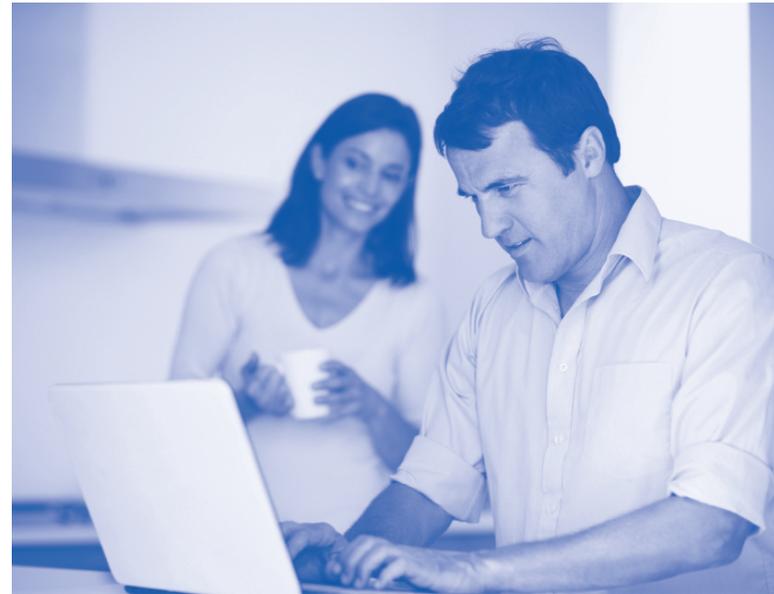
Once a claim has been paid, you can write a review about your experience with your doctor. Other members can read these reviews and gain some insight before choosing a doctor. Doctors will benefit from the valuable feedback their patients give in their reviews. *Reviews will be monitored for confidential health information and posted only if there is no privacy risk.*



### Clear Cost Information: Get Care in the Right Place at the Right Price

You can compare costs at different types of facilities for services like lab work, radiology tests and outpatient surgeries on our website, [www.bcbsla.com](http://www.bcbsla.com). Costs are typically lower for these services at freestanding facilities compared to hospitals. These cost savings can result in less out of pocket for you — sometimes up to 70 percent!

To use these tools and more, please visit [www.bcbsla.com](http://www.bcbsla.com).



## Give Us Your Thoughts

Here's your chance to tell us what you think! Join Blue by You, Blue Cross and Blue Shield of Louisiana's online consumer research panel. Your answers to questions about our products and services can help us make better business decisions. **And when you participate, you're eligible to win quarterly prizes!**

As a Blue by You panelist, you can take simple surveys on healthcare topics, new products and services, and upcoming advertising campaigns. Here's what's in it for you:

**BLUE** *BY you*

- The opportunity to give Blue Cross your thoughts, ideas and feedback
- A chance to shape healthcare choices, today and in the future
- A first look into new products and services
- A chance to win

Your feedback helps us give you the best healthcare service. Go to [www.bcbsla.com](http://www.bcbsla.com) and join Blue by You today! ■



Louisiana

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## Wellness Offerings in Our Community

Brought to City-Parish Employees by Our Lady of the Lake Regional Medical Center

### Sun Exposure and Skin Cancer

It is important to protect your skin from ultraviolet radiation for many reasons. Anyone can get skin cancer, although people with the greatest risk for having skin cancer are those who have fair or freckled skin that burns easily, light eyes and blonde or red hair. Individuals with darker skin are not excluded from having skin cancer, but have a substantially lower risk. Other risk factors include having a family history of skin cancer, working outdoors, living in an area with a mostly sunny climate and having a personal history of severe sunburns especially before the age of 18. ([www.webmd.com](http://www.webmd.com)) ■

### 5 Ways to Prevent Aging and Protect Your Skin - A Message from Our Lady of the Lake Physician Group

1. Wear sunscreen with a minimum SPF of 30 — always. Even if you work indoors you are still exposed to harmful sun rays on the way to work or in offices with windows. Even if you think your exposure to the sun is minimal, it is important to use sunscreen daily.
2. Look for sun block that contains zinc oxide and titanium dioxide. These are the only two ingredients that physically block out both UVA and UVB rays. Other ingredients include chemicals that can be broken down by the sun and may cause an allergic reaction.
3. Regular summer clothing provides little sun protection. You can purchase UPF (Ultraviolet Protection Factor) clothing that protects from the sun's rays, and you can add a special powder to your laundry that adds UPF to your clothing for up to 20 washes. Consider this if you are going to spend several hours outdoors. Wide-brimmed UPF hats are also available.
4. Do not use tanning beds. There is a rise in melanoma in the 24–29 age group, mostly in women.
5. Protect your children with sunscreen. Apply it 30 minutes before going out in the sun and reapply after swimming and every couple of hours. There are products available that include retinoids that work over time to erase damage.

Contact Dr. Laci Theunissen to learn more or visit [www.ololphysiciangroup.com](http://www.ololphysiciangroup.com). ■

### Notice of Privacy Practices Available

Federal regulations govern the privacy of your medical information and how your health plan uses and shares that information. You received a Notice of Privacy Practices regarding the privacy of your medical information when you enrolled with us, or when the federal regulations went into effect. The Notice of Privacy Practices explains:

- How we may use and share your medical information
- Your rights and how to put them to use
- How to voice complaints about our privacy practices

If you need a copy of the “Notice of Privacy Practices,” you can:

- Visit our website at [www.bcbsla.com](http://www.bcbsla.com), search for “privacy”
- Email the Blue Cross Privacy Office at [Privacy.Office@bcbsla.com](mailto:Privacy.Office@bcbsla.com)
- Call the Privacy Office at 225-298-1751 ■

### Women’s Health and Cancer Rights Act: Annual Notice for All Covered Members

Do you know that your plan, as required by the Women’s Health and Cancer Rights Act of 1998, provides benefits for mastectomy-related services including all stages of reconstruction and surgery to achieve symmetry between the breasts, prostheses and complications resulting from a mastectomy, including lymphedema? If you have questions about this notice or about the coverage described herein, please contact our Customer Service Department toll-free at 1-800-599-2583. ■

### Upcoming FREE Health Events in Your Community:

- Aug. 18, 2012 - Men’s Health Conference: Free Health Screenings

To learn more about Our Lady of the Lake’s health and wellness initiatives, please call OLOL Community Advocacy at 225-765-6330. OLOL Community Advocacy is a resource that provides access to a variety of health information, literature and programs that are available for City-Parish group members. ■