

Natural BlueSM Offers Holistic Health Choices

Natural Blue gives you access to discounts on complementary healthcare services usually not covered by your benefits plan. This innovative program gives you up to a 30% discount off standard fees when you visit any of the providers in the American WholeHealth Inc. network of credentialed acupuncturists, massage therapists, chiropractors, exercise and movement specialists, diet and supplemental advisors, day spas, fitness centers and more. You can also purchase discounted health products such as vitamins, herbal supplements and other self-care products.

Who Is Eligible?

You are! Natural Blue is available to members of your BlueCross plan. Just show your BlueCross identification card to the network healthcare provider you choose to confirm your eligibility.

How Does Natural Blue Work?

Natural Blue is convenient and easy to use!

- Simply visit www.SouthCarolinaBlues.com and click on the Discounts and Added Values link. Then click on the Natural Blue link to find the participating providers nearest you or use the online reference library.
- You pay the member rate directly to participating providers.
- There are no claims to file.
- There are no annual limits and you can change providers at any time.

Discounts on Vitamins and Natural Supplements

To purchase vitamins and herbal supplements at a reduced price you can order online from our Natural Blue site or call 1-800-931-1709, Option 4. Please give your discount code of AWH 4120 to receive the special discount by phone. You can download a catalog of available products from the Web site or request a copy by phone.

Additional Information and Reference Library Available Online

Want to learn more about alternative healthcare? By clicking on the Natural Blue link on our Web site, you will have access to all of the following:

- A comprehensive reference library with information on chronic conditions, integrative therapies, supplements, foods and more
- Health-related news
- “The Healing Kitchen” where you can find food remedies and healthy recipes
- The Healthy Reading discount program where you can receive substantial savings on select health, fitness and lifestyle magazines
- Expert opinions and perspectives
- An online directory of local participating providers



natural
HOLISTIC HEALTH CHOICES
blue

Complementary
Healthcare
Programs



BlueCross BlueShield
of South Carolina

An Independent Licensee of the Blue Cross and Blue Shield Association

www.SouthCarolinaBlues.com