

# ENGAGE

QUARTERLY MAGAZINE 2023 ISSUE 1

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Blue KC is starting 2023 strong – with another issue of ENGAGE. We're here to help you get smarter about all your Blue Medicare Advantage benefits. And strengthen your resolve to pursue happier, more healthful living all year 'round.

There's no question that we've packed a lot into our first issue of the year.

Are you taking advantage of your Blue Benefit Bucks yet? It's getting great press – and we'll explain why.

Do you know the difference between an Annual Physical Exam and an Annual Wellness Visit? Well, you're about to find out.

Have you noticed how a change in seasons may zap your energy? Our friends at SilverSneakers® will share ideas to stay active no matter the season. And be on the lookout for a package from Blue KC in May with more info about SilverSneakers!

Finally, don't miss our member feature. It's the story of two professional photographers who met at *The Kansas City Star* 42 years ago and who remain friends to this day – on and off the pickleball court.

Welcome to a new ENGAGE. We are grateful to be your hometown health insurer.

Lori Rund

Vice President of Government Programs,  
Blue Cross and Blue Shield of Kansas City (Blue KC)

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## TAKE ADVANTAGE OF YOUR BENEFIT EXTRAS



Blue KC brings you high-quality, affordable care, and hometown customer service. You also have access to a trusted network of doctors and hospitals. But don't forget about your Benefit Extras! These benefits are a key part of your plan and may include:

- Blue Benefit Bucks (BBB) Program
  - Over-the-Counter Benefit
  - Flex Benefit Allowance
  - Member Rewards Program
- Dental Benefits
- Hearing Services
- Fitness Program
- Vision and Eyewear Services

- Daily Activity Support
- Balance and Cognitive Training
- Diabetes Prevention and Care Management Programs
- Foot Care for Certain Conditions
- Personal Emergency Response System
- Virtual Care

### BENEFITS VARY BY PLAN

Need more information? See your Evidence of Coverage or Member Handbook at [MyBlueKCMA.com](https://www.mylbluekcma.com). Or call our Customer Service team at 866-508-7140 (TTY:711) where you will ALWAYS be treated with courtesy and respect.



## GET YOUR COVID-19 BOOSTER & EARN A \$10 MEMBER REWARD!



The updated COVID-19 boosters target the latest COVID-19 variants and are effective at keeping people – especially older adults – out of the hospital. A January 2023 study found that patients 65 and older who received the updated booster were less likely to be hospitalized with COVID-19 and less likely to die from the virus than those who did not.

If you have any questions about when you're eligible for an updated booster, reach out to your primary care provider. **So, get boosted and earn a \$10 member reward!\***

\*Once you've received your booster, your rewards dollars will be loaded on to your Blue Benefit Bucks card 8-10 weeks later. You can earn up to \$50 a year in Member Rewards.



## MANAGE YOUR HEALTH WITH THE NEW CARE MANAGEMENT APP.

Connect to the Care Management App with your mobile device and take control of your wellness and health conditions. Use the app to chat with a nurse, set appointment and medication reminders, access health news, track your daily steps, and more! Download the app today and get started.

### Download the Blue KC Care Management app

Simply scan the QR code with your phone's camera and download the app to your favorite mobile device, then sign up. **The Blue KC Access Code is: kcgphelpwelcome.**

**Questions?** Please call Blue KC Customer Service at the number listed on your member ID card.



ACCESS CODE  
**kcgphelpwelcome**



DOWNLOAD THE APP ON  
YOUR FAVORITE DEVICE





## PULITZER PRIZE-WINNING PHOTOGRAPHERS, PICKLERS, AND PALS

DAN WHITE AND ELI REICHMAN ENJOYING A GAME OF PICKLEBALL AT CHICKEN N PICKLE IN NORTH KANSAS CITY.

**E**li Reichman and Dan White met at *The Kansas City Star* during the summer of 1981. The two staff photographers clicked right away, becoming fast friends.

When tragedy struck at the Hyatt Regency Hotel in Kansas City on July 17, 1981, their photos would help tell the story.

"It's really hard to go in and shoot this type of devastation," shares Eli. "It was not just a difficult day, night, and following day, the entire staff spent most of the summer documenting the shattering impact it left on the lives of so many."

Dan's iconic photo showing the scene of destruction ran across the top of the Sunday Star's front page, as well as in newspapers around the world. Ultimately, the staff at *The Star* won a Pulitzer Prize for its coverage of one of the worst commercial structural failures and the heartbreaking loss of life.

More than four decades later, Eli and Dan are still passionately engaged in their craft. Both knew early on they wanted to see the world through the lens of a camera. Both have enjoyed long, successful careers as freelance photographers. Both have earned local, national, and international acclaim along the way.

### WHAT'S THE TRUE TEST OF A PICTURE?

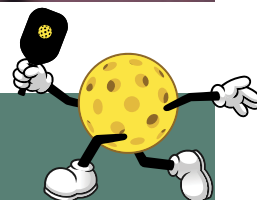
According to Eli and Dan, the answer is: how well it withstands the test of time. This has always been the measuring stick of their careers. Eli asserts, "We strive to make images that will be as relevant in the future as they are today."

Eli and Dan's online portfolios more than measure up. What you'll find are hundreds of timeless and arresting images.

Dan's portraiture is nothing short of amazing. His talents for lighting and composition have resulted in a stunning exhibition of Kansas City jazz musicians.

### DINK Responsibly

Compared to tennis, pickleball is easier to learn, slower paced, and there's less ground to cover. Yet as casual as it looks, it qualifies as a moderate intensity workout right alongside hiking, yoga, and water aerobics. Players should always take time to warm up before each game and wear shoes designed for lateral movement.



His other notable works include the Lost Boys of Sudan, cowboys in western Kansas, and Aboriginal peoples in Australia. He has also produced books on Independence, Missouri and Cambridge, England. "I continue to get excited about making beautiful images," says Dan. "I don't plan to ever stop. I'm passionate about my work. It provides meaning and purpose to my life."

Eli's compelling brand of photojournalism makes it impossible to look away. In a Special Report for *The Tulsa Tribune* in October 1984 titled "Wasting Away in Oklahoma," Eli's photographs exposed the ill treatment and neglect of persons with severe mental disabilities. His images painted a haunting and disturbing picture of a broken and archaic system of care.

Today, Eli produces photography and videography for Soft Power Health, a healthcare clinic providing care to disadvantaged communities throughout Uganda. And since 2006, he has been shooting a documentary film on a ranching community in North Dakota. He anticipates a 2024 release.

### FRIENDS THAT PLAY TOGETHER, STAY TOGETHER.

Dan recalls getting to know Eli. "You go from talking about photography to discovering that you have a lot of similar

interests," he says. Over the years, the friends have shared a mutual love of travel, hiking, and a friendly game of Euchre.

"Anything with a racquet, we've done together," says Dan. "We've played tennis, racquetball, squash, and ping pong."

Dan introduced Eli to pickleball. And America's fastest growing sport continues to grow on Eli. It's not only a good workout, but the social element keeps "picklers" coming back for more.

When Eli and Dan meet on the court, there's a lot of laughter and friendly competition. Dan is 66. Eli is 65. Both like to win. They relish the back and forth of the game and are quick for their age.

Dan laughs, "You know what our biggest problem is Eli? We think we're still 32. We're out there running stuff down that we probably shouldn't be. As we get older, we've got to learn to say 'nah, I'm not gonna go for that one.'"

Eli finds pickleball to be enjoyable and challenging. "It's a great sport. You can get the same endorphin rush as tennis, only you don't feel as beat up afterwards," he laughs.

Dan likes the camaraderie of the game, too. "The people are great. They're willing to give you advice and throw a lot of encouragement your way," expresses Dan.

### SNAPSHOTS OF LIFE

After living in Oregon and Virginia, Eli and his partner Anastasia returned to their hometown of Kansas City in April 2021. The couple bought a fixer upper home they share with their three Labradors, Prize, Solomon, Micah, and cat, Rafa.

"When I'm not working or playing pickleball, I'm out in the field training my dogs, mountain biking, working on the house, or travelling to see my kids. It's a very full life," Eli shares.



Every morning on the Nile River in Uganda, fishermen check their submerged traps for bait fish. These traps aren't marked with a buoy. Diving into the Nile without the aid of a mask, Tenwya David retrieves his traps by memory and touch. Here, David returns to his boat with a trap set above Kalagala Falls. **Photo: ©Eli Reichman**



Eddie Saunders outside the Mutual Musicians Foundation, 18th & Vine district, from Dan's Jazz Musicians of Kansas City series.

**Photo:**  
**©Dan White**

Dan is a native of Flint, Michigan. He's called Kansas City home for 42 years and currently resides in the West Bottoms.

"I'm very involved in the local music, art, and food scenes. And I enjoy travelling," says Dan. "My longtime partner, Melissa, lives in LA but we regularly spend time together."

### PICTURES OF HEALTH? YOU BET.

We asked Eli and Dan to share their thoughts on aging well. Eli follows an adage from his grandfather: Youth is not a time of life, it is a state of mind.

"Everything in moderation, life is about balance," says Eli. "Eat well, exercise, find something you're passionate about. I think a potential casualty of retirement is not having something that drives you every day."

Dan advises, "Take care of yourself. Get out and move. Be curious. And if you can operate from a position of gratefulness and gratitude, that's always a good thing."

Photography has given Eli and Dan a unique window on the world. "Maybe it's opened our eyes a bit more than some," suggests Eli. "It's really important, as Dan said, to be grateful for what you have."

Eli concludes, "To me every day is a new challenge. I wake up and see how I can put my best self out in the world today. I think that's part of staying young." ■

### WELCOME TO THE BLUE KC FAMILY!

As new Blue Medicare Advantage members, Eli and Dan are just beginning to appreciate everything that comes with their plan – including Blue Benefit Bucks and SilverSneakers.® We value your membership, and we're proud to be your hometown health insurance plan. Keep telling stories with your powerful images!

**See more of Eli and Dan's images at [eliphoto.com](http://eliphoto.com) and [danwhite.com](http://danwhite.com).**





## BLUE BENEFIT BUCKS GIVES YOU CHOICES

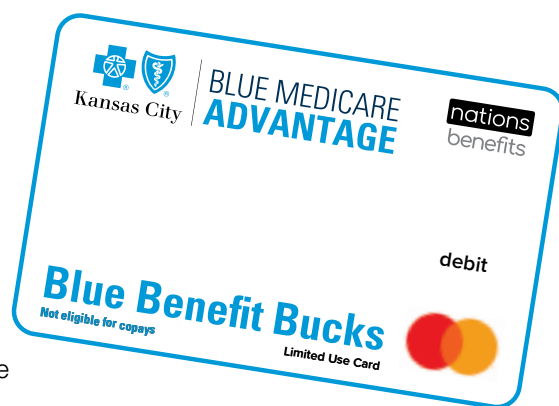
**T**he reviews have been rolling in for your cornerstone benefit, Blue Benefit Bucks (BBB), a Benefits Mastercard® Prepaid Card. Thank you to every member who has taken the time to share their feedback. We appreciate your input and are excited about what's in store for 2023!

Our goal is always to serve you better – we strive to be your 10 out of 10. And with your continued support, well, your BBB benefit will only get better.

### BBB is here for you.

And it belongs in one place – your wallet. BBB works like a debit card, so you'll want to carry it with you when you're out and about, living your best life.

Blue Benefit Bucks preloads your plan's spending allowances all on one card, giving you the power to spend it on what's most important to you. Every time you swipe your BBB card, you're in control. Just as important, you're getting the most value out of your Blue Medicare Advantage benefits.



### So, what's in your three BBB wallets?

There are three components, or wallets, to Blue Benefit Bucks. Here's a closer look at each one, including some helpful tips. If you're not already a BBB pro, you will be in no time.

#### **WATCH NOW**

Scan to watch a video about the BBB benefit in action.



***Benefits vary by plan.***



## Over-the-Counter (OTC) Benefit

You can use your OTC benefit to buy non-prescription drugs, plus everyday health-related items like pain relievers, antacids, cough syrups, first aid supplies, and more.

**TIP:** Did you know you can use the NationsBenefits MyBenefits app to scan items in store (Walgreens, Walmart, CVS) to check for eligibility? To get started, be sure to register on [BlueKC.NationsBenefits.com](https://BlueKC.NationsBenefits.com). Then, search for MyBenefits Portal in your app store. Download the app and you're ready to scan and go!

**WATCH NOW:** Scan to watch our must-see OTC video.



## Flex Spending Allowance

You can use this allowance for health-related services such as dental, eyewear, hearing, and transportation. This allowance is set at \$500 or \$1,000, for those plans with this benefit.

**TIP:** If your eyewear provider is unable to process your eligible BBB transaction, don't worry. You can pay the bill and submit a request for reimbursement through the MyBenefits portal at [BlueKC.NationsBenefits.com](https://BlueKC.NationsBenefits.com).

**WATCH NOW:** Scan to watch our info-rich Flex Spending Allowance video.



<sup>1</sup> The Benefits Mastercard® Prepaid Card is issued by The Bancorp Bank, N.A., Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated. Card can be used for eligible expenses wherever Mastercard is accepted. This is a benefits card that can only be used at certain Mastercard merchants participating in this program and will be authorized for qualified purchases as set forth in your Cardholder Agreement. Valid only in the U.S. No cash access. Certain of these materials may be available in additional languages upon request. This is not a gift card or gift certificate. You have received this card as a gratuity without the payment of any monetary value or consideration. NationsBenefits



## Member Rewards Program

When you take preventive steps to stay healthy, you can earn up to \$50 a year by completing any combination of the following:

1. Annual Physical (\$20)
2. Breast Cancer Screening (\$20)
3. 10 or more SilverSneakers® in-person gym visits in a calendar month (\$10)
4. Flu Shot (\$10)
5. COVID-19 Booster (\$10)

**TIP:** Did you know you can use your member rewards dollars on healthy foods? What more incentive do you need to eat well? Approved retailers for healthy foods include: Walgreens, Walmart, and CVS. For convenience and free shipping, skip the store and order healthy foods and OTC products at [BlueKC.NationsBenefits.com](https://BlueKC.NationsBenefits.com).

**WATCH NOW:** This video will show you how to take advantage of your Member Rewards Program.



## How to track your Blue Benefit Bucks card balance.

Blue Medicare Advantage has partnered with NationsBenefits® to administer this benefit. To track and manage the dollars on your BBB card, log in to your MyBenefits portal at [BlueKC.NationsBenefits.com](https://BlueKC.NationsBenefits.com) or call NationsBenefits, 24/7, at 877-208-2596 (TTY:711).

**Have BBB questions?** For a complete guide, scan the QR code. Or visit [MedicareBlueKC.com/resources](https://MedicareBlueKC.com/resources) to learn about all your benefits.



You may also contact NationsBenefits, 24/7, at 877-208-2596 (TTY:711) or call your local Blue Medicare Advantage Customer Service team at 866-508-7140 (TTY:711).

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# A PRIMARY CARE PROVIDER IS A PRIMARY HEALTHCARE NEED



A primary care provider (PCP) is uniquely qualified to see the big picture of your health, and help you understand it, too. And that, friends, can help add life to your years.

A PCP is trained to look after your overall wellness, manage chronic illnesses, and keep you on track with screenings that can help prevent serious conditions. By providing preventive care, a PCP can help you manage everything from diabetes and high blood pressure to arthritis and anxiety – which can improve your quality of life.

A PCP can also coordinate your referrals with specialists, labs, and any other providers you might need. This continuity of care is designed to make it easier for you to navigate your health journey. And help you focus on what matters most: getting healthy or staying healthy.

## Everything points to your PCP

**NEW IN 2023.** We've added your PCP's name to your Member ID Card to make it easier for your providers to coordinate your care. If you ever need to update your PCP, call Customer Service at 866-508-7140 (TTY: 711).

## Choosing a PCP is personal.

Your PCP can be a physician, nurse practitioner, or a physician's assistant. The key is to find someone who you can be open and honest with, and comfortable sharing your medical issues with, too. Having a trusted relationship helps your PCP understand your medical history and provide you with personalized care. ■





# 365 TRIPS AROUND THE SUN ... 2 IMPORTANT PCP VISITS

Why is it so important for you to complete both an Annual Physical Exam and an Annual Wellness Visit each year? One, because each in its own way can help keep you as healthy as possible. And two, both visits are available at no cost to you.

## THE ANNUAL PHYSICAL EXAM IS ALL ABOUT A HANDS-ON EXAM.

The focus of this visit is to check on your current overall health. This exam will include healthy actions to help you and your PCP develop a personalized care plan, ensuring that you stay happy and healthy throughout the year. You can earn \$20 in Member Rewards for completing your annual physical exam.

### WHAT TO EXPECT AT YOUR ANNUAL PHYSICAL EXAM:

- A physical examination by a primary care provider
- Routine bloodwork and tests
- Comprehensive review of your medical history
- A review and update of medications
- A schedule for tests and/or screenings
- A discussion of your lifestyle and ability to perform daily activities
- Immunizations or laboratory/diagnostic procedures for health conditions

## WHEN IT'S TIME TO SEE YOUR PCP ...

Now that you understand the differences between these two important annual visits, here's a tip. When you call your PCP to set up your appointments, be sure to ask to schedule either an "Annual Physical Exam" or an "Annual Wellness Visit." And remember, to keep your health on track, make both visits a yearly habit.

## THE ANNUAL WELLNESS VISIT IS ALL ABOUT ASSESSMENT AND PREVENTION.

The goal of this visit is to prevent the most common conditions that impact the lives of older adults. At your Annual Wellness Visit, you'll be asked to fill out a Health Risk Assessment that evaluates your lifestyle factors and health risks. Your answers will guide your PCP to suggest appropriate preventive services and create a personalized prevention plan.

### WHAT TO EXPECT AT YOUR ANNUAL WELLNESS VISIT:

- Fill out a Health Risk Assessment
- Review your medical and family history
- Develop or update a list of your current providers
- Review your current medications
- Check measurements like height, weight, and blood pressure
- Assess for cognitive impairment
- Refer you to specialists for appropriate screenings
- Check to see if you're up to date on vaccines
- Discuss advance care planning

Scan for a comprehensive checklist you can take with you to your annual wellness visit or go to [MedicareBlueKC.com/AWVchecklist](https://www.MedicareBlueKC.com/AWVchecklist).



# STAY ACTIVE AS THE SEASONS CHANGE TO BOOST YOUR MOOD



It's one thing to feel sad now and then; it's quite another to have SAD, or Seasonal Affective Disorder. The good news is that regular exercise may help reduce stress and anxiety and therefore lessen some of the common symptoms of SAD: having less energy, sleeping more than usual and losing interest in activities you once enjoyed.<sup>1</sup>

Unlike the post-holiday blues or feeling down because of a loss, SAD is a depression that is triggered by seasonal changes, particularly from fall to winter, and can last for months.<sup>1</sup> SilverSneakers® can help you get and stay active no matter the season.

## 5 WAYS TO BOOST YOUR MOOD:

- **Get active.** Any form of regular exercise may help you feel better, not only physically, but also mentally.<sup>2</sup>
- **Get a good night's sleep.** Schedule reliable times to wake up and go to bed each day and try to reduce or eliminate napping and oversleeping.<sup>2</sup>
- **Get in the light.** Try to get some sunlight; when there is less of it in the winter, ask your doctor about light therapy.<sup>1</sup>
- **Connect with others.** People who engage in meaningful, productive activities with others have been shown to feel a sense of purpose and tend to live longer.<sup>3</sup>
- **Practice stress-relieving habits.** Reading, making a gratitude list, and yoga are some activities that may help reduce stress.<sup>4</sup>

## IT'S IMPORTANT TO SEE YOUR DOCTOR IF YOU ARE DEPRESSED OR THINK YOU MIGHT BE

SilverSneakers® is a lifestyle and fitness benefit designed specifically for seniors, and is included with your Blue Medicare Advantage plan at no additional cost. Check out articles from SilverSneakers like Seasonal Affective Disorder: Advice for the "Winter Blues."

With SilverSneakers, you're sure to find something to fit your level, from SilverSneakers Classic with seated options, to high-intensity Total Body Strength. Plus, SilverSneakers gives you access to:

- memberships to thousands of fitness locations<sup>5</sup> (visit as many as you like)
- group exercise classes<sup>6</sup> designed for all abilities
- instructors trained in senior fitness
- fun activities held outside the gym
- SilverSneakers On-Demand online workout videos for at-home workouts, available 24/7
- SilverSneakers LIVE full-length classes and workshops (exercise with others, but from the comfort of home)
- SilverSneakers GO mobile app with workout programs, location finder and more

Go to [SilverSneakers.com](https://www.silversneakers.com) to get your SilverSneakers ID number today. ■

Always talk with your doctor before starting an exercise program.

<sup>1</sup> [nimh.nih.gov/health/publications/seasonal-affective-disorder](https://nimh.nih.gov/health/publications/seasonal-affective-disorder)

<sup>2</sup> [mayoclinic.org/diseases-conditions/seasonal-affective-disorder/diagnosis-treatment/drc-20364722](https://mayoclinic.org/diseases-conditions/seasonal-affective-disorder/diagnosis-treatment/drc-20364722)

<sup>3</sup> [nia.nih.gov/health/loneliness-and-social-isolation-tips-staying-connected](https://nia.nih.gov/health/loneliness-and-social-isolation-tips-staying-connected)

<sup>4</sup> [nia.nih.gov/health/participating-activities-you-enjoy-you-age](https://nia.nih.gov/health/participating-activities-you-enjoy-you-age)

<sup>5</sup> Participating locations ("PL") are not owned or operated by Tivity Health, Inc. or its affiliates. Use of PL facilities and amenities are limited to terms and conditions of PL basic membership. Facilities and amenities vary by PL.

<sup>6</sup> Membership includes SilverSneakers instructor-led group fitness classes. Some locations offer members additional classes. Classes vary by location.

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# TUSCAN WHITE BEAN SOUP

A HEARTY, ONE-POT SOUP PACKED WITH PROTEIN AND FLAVOR.

## INGREDIENTS

- 2 tbsp olive oil
- 3 shallots, chopped
- 3-4 garlic cloves, chopped
- 1 large carrot, chopped
- 1 large celery stalk, chopped
- 2 15.5 oz cans cannellini (white) beans
- ½ tsp rosemary
- 1 tsp Italian seasoning (or try thyme or oregano)
- 1/2 tsp red chili flakes (optional)
- 1 liter (4 cups) chicken broth (can substitute vegetable broth)
- 2 cups spinach or kale, stems removed and chopped
- salt & pepper to taste

## INSTRUCTIONS

1. Heat the olive oil in a large pot then add the shallots and a pinch of salt letting cook on medium heat for 1-2 minutes. Add the garlic and cook for another minute. Be careful not to let the garlic burn.
  2. Add the carrots and celery and cook on medium high heat for 5 minutes.
  3. Add the cannellini beans, herbs, chili flakes and broth. Bring to a boil, then reduce heat to low. Cover and let simmer 15 minutes.
  4. Optional step: Transfer 1/3 of the soup to a blender (or use a hand blender) and blend until smooth. Add back to the soup and mix together.
  5. Add the spinach or kale to the soup and stir until wilted.
- Serve this soup with a salad or crusty bread.



*Bon Appétit!*

## NOW THAT'S A PUZZLE

8			4	3			2	
	9	1	6					
6			1		8	4	5	
		9						
3		6				5		
							9	3
	6		3					
7				1		9		
	3		2	4			6	8

Sudoku is a logic-based puzzle in which missing numbers are to be filled into a 9 by 9 grid of squares which are subdivided into 3 by 3 boxes so that every row, every column, and every box contains the numbers 1 through 9.

8	9	1	7	4	2	5	3	6
5	3	6	9	1	8	2	4	7
4	7	2	5	9	3	8	6	1
3	6	7	1	9	5	4	8	2
2	1	5	4	8	6	9	7	3
6	4	8	3	2	7	9	1	5
9	5	4	8	7	1	3	2	6
7	8	3	2	5	9	1	6	4
1	2	6	9	3	4	7	5	8



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Medicare Advantage Compliance and Fraud,  
Waste & Abuse Hotline (anonymous 3rd Party  
Vendor): **(844) 227-1790**

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HEALTH AND WELLNESS OR PREVENTION INFORMATION.

Y0126\_23-570\_C

## **THE PETS OF BLUE MEDICARE ADVANTAGE**

### **A PRRRFECT HEALTHY COMPANION**

Having a cat in your life – and even on your laptop  
– may make your life happier and healthier. The  
parent of Bella the Cat knows this well. She shared  
this fun photo of her fur baby (and office assistant).  
Did you know that the sound of a cat's purr can do  
everything from calm your nerves and lower your  
blood pressure to keep loneliness at bay?



**BELLA** Kansas City, MO

