



To do everything in our power  
to stand with our members  
in sickness and in health<sup>®</sup>



**BlueCross BlueShield**  
of Texas

**UT SELECT**



**Seasons of Life<sup>SM</sup>**



# More Than Health Care ... Seasons of Life<sup>SM</sup> Is Health *Caring*

- Blue Cross and Blue Shield of Texas (BCBSTX) developed Seasons of Life to assist family members who have experienced the death of a loved one.
- During this difficult time, we are here to help resolve health care financial issues, assist the member's family with claims filing and determination of liabilities, and help them navigate the health insurance industry.
- Services are provided by a compassionate and dedicated team of highly experienced Customer Advocates, ensuring the member's family has help when they need it.

# How Seasons of Life<sup>SM</sup> Works

Deceased members are identified through cancellation reports, medical management recommendations, Customer Service channels and other referrals.

A dedicated Customer Advocate identifies the appropriate surviving family member and sends a sympathy card along with a handwritten note offering assistance.

The Customer Advocate serves as the single point of contact for the surviving family members for the next 12 months, resolving any other issues that may arise.

Surviving family members are identified; the survivors may or may not be BCBSTX members.

The Customer Advocate then completes a review of membership and all claims on file, resolving any upfront issues. This relieves the family of the burden of handling these issues later on.



## What We Heard

“You know, I was worried about that bill and claim at first, but then when you started working on it for me, I knew you were my ace in the hole. Thank you.”

“I’m emotionally blown away with this intervention!”

“I am ever indebted to you for your concern and compassion after my spouse’s death. I was overcome that you would give your time to me when I really needed just that.”

“I want to tell you the card you sent really touched me. When I have thought about Blue Cross in the past, I’ve always thought they were just a great big company and we were just a number with claims coming in to be processed. But your card was very personal, and it really touched me. It really meant a lot to me.”

“I haven’t laughed in a long time until you called today. Thank you.”



# Seasons of Life<sup>SM</sup>

Here to help family members  
during a difficult time