

FINDING THE RIGHT MEDICATION JUST GOT MORE PERSONAL



Blue Cross Personalized MedicineSM

FOR BLUE CARE NETWORK MEMBERS



Feel confident your medication is tailored to you earlier in treatment. Ask your doctor if Blue Cross Personalized MedicineSM can benefit you.



Get started on your path to more personalized medicine

Did you know your genetics can play a role in how you respond to certain medications? For example, your body may break down a medication too slowly or too quickly, which could result in unintended side effects, or no therapeutic effect at all.

While each person is unique in how their body processes medications, you can help health care providers find the medication that may work best for you — through Blue Cross Personalized MedicineSM and the RightMed[®] Test.

What is the RightMed Test?

Co-founded by the Mayo Clinic, OneOme[®] developed the RightMed[®] Test. This pharmacogenomics, or PGx, testing and analysis program may help your health care providers understand your body's response to certain medications. A swab of the cheek can help determine the appropriate medication and dose that may work best for you earlier in your treatment.

What does it do for me?

With our program, you can:

- Feel confident that your treatment is tailored specifically for you
- Save the time — and potential cost — of making extra trips to the doctor's office or pharmacy for new prescriptions
- Reduce the risk of harmful side effects or drug interactions
- Provide insight your health care providers can use for years to come

And there's no cost to you to participate in the program.

Designed for your peace of mind

No cost

There's no cost to you if you're selected for our program.

99% accurate

Genetic testing and lab results are backed by the scientific methods of pharmacogenomics, laboratory and health data experts.

Confidential

OneOme shares your test results only with you, your doctors and a PGx pharmacist through OneOme's secure website. Blue Care Network and your employer aren't involved in the testing process and won't have access to your results.*

Safe and secure

OneOme complies with all local, state and federal privacy laws.

*Test results won't affect your health care coverage. The PGx pharmacist, you and your health care provider will determine and agree on any recommended changes.

How our program works

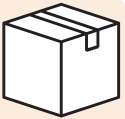


Step 1: You'll receive notification from us with instructions on how to request a test, after you've been selected for the program.

Step 2: You'll register for OneOme's secure patient account. Enter your primary care provider's information.



Step 3: Your health care provider will order the test kit for you. OneOme will then mail it to your home.



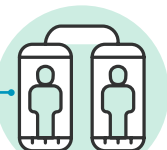
Step 4: Take a cheek swab sample and mail your test kit to OneOme's lab.



Step 5: OneOme's lab processes the sample once they receive authorization from your primary care provider, or another provider on your doctor's behalf. A pharmacogenomics pharmacist will review your results and send a personalized clinical action plan to your health care provider.



Step 6: You and your health care provider will review the results and discuss whether a change in dosage or medication is right for you.



Is this program right for me?

Still undecided about our program? Your answers to these questions may help you decide:

1. Are you currently taking any prescription medications?

Yes No

2. Are you taking a medication that you're concerned may not be working the way your doctor intended?

Yes No

3. Are you experiencing unintended side effects from your prescribed medications?

Yes No

4. Are you currently on multiple medications to treat your condition?

Yes No

5. Would you like your doctors to have this tool to help them make more personalized prescription decisions for you?

Yes No

If you answered "yes" to any of the questions, Blue Cross Personalized Medicine may benefit you. Talk with your doctor about taking the test.

Questions? Ask the experts

Call OneOme at **1-844-663-6635** (TTY: **711**)

Monday through Friday
8 a.m. to 6 p.m. Eastern time

Or learn more at www.myrightmed.com/bcbsm



*BCN AdvantageSM is an HMO and HMO-POS plan with a Medicare contract.
Enrollment in BCN Advantage depends on contract renewal.*

OneOme is an independent company supporting Blue Cross Blue Shield of Michigan and Blue Care Network by providing services related to genetic testing.

Blue Care Network is a nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association.