

Complementary Wellness Discount Program

Savings on health-related products and services nationwide!



To help you “Have a Greater Hand in Your Health,” Highmark Blue Shield members are now eligible for a Complementary Wellness Discount Program on complementary and alternative medicine products and services.

As a Highmark member, you have access to over 35,000 practitioners and facilities nationwide, offering discounts up to 30% on products and services such as:

- Fitness Centers*
- Nutrition Counseling
- Spas
- Herbal Consults
- Tai Chi
- Yoga
- Massage and Body Work
- Health Magazines
- Mind/Body Therapies
- Holistic Practitioners
- Acupuncture
- Personal Trainers
- Vitamins
- Chiropractic
- Pilates

Practitioners offering discounts are part of American WholeHealth Networks, Inc. You can find any practitioner in the discount program by logging onto www.highmarkblueshield.com, clicking on the Member tab, logging in with your personal User ID and Password, selecting Choose Providers, selecting the link to Member Discounts, and then clicking on Wellness Discount Program. Or you can call 1-877-243-3013, Monday through Friday, from 8:00 a.m. to 5:00 p.m. EST for help locating a practitioner.

When you obtain services from the practitioner you choose, all you need to do is show your Highmark ID card to get your discount. You are responsible for paying the practitioner directly at the time the service is received.

American WholeHealth also offers access to WholehealthMD.com, an online education tool that provides you with health and wellness information, opinions, resources and an online reference library.

The Complementary Wellness Discount Program is separate and distinct from your health benefits plan.

*Fitness Centers are not included for members of Medicare Advantage or Medigap plans due to their eligibility for the SilverSneakers® program.

Just show your Highmark ID card to receive the discount.



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Have a Greater Hand in Your Health is a service mark of Highmark Inc.

SilverSneakers is a registered mark of HealthCare Dimensions Inc.



HAVE A GREATER HAND IN YOUR HEALTH.™