



**BlueCrossBlueShield  
of Maine**

2 Gannett Drive, South Portland, ME 04106

**Open up  
and say  
“Ahhhh.”**

**Important information  
inside announcing a free service  
through Blue Cross and  
Blue Shield of Maine**

043171

BULK RATE  
US POSTAGE  
PAID  
PORTLAND, ME  
PERMIT NO. 522



**A**t 1:05 a.m. Jennifer woke up flushed, sweaty and crying. After determining that Jennifer's temperature was 102 degrees, her mother had to decide what to do. Should she call the doctor's after-hours number and ask for a return call, or get Jennifer dressed and drive her to the emergency room 20 minutes away?

**What would you do?**

Jennifer's mom called FirstHelp.

**FirstHelp™**  
24 hours a day, call  
**1-800-201-0915**

052180 R8/97  
Bulk Rate  
U.S. Postage  
**PAID**  
Portland, ME  
Permit No. 522

**When you call with a new medical problem, a FirstHelp Nurse will:**

- Ask about your symptoms
- Help you decide if you need to see your physician immediately or make an appointment; go to an urgent care center or seek emergency help
- If appropriate, provide self-care tips you can use at home
- Even call you back to see how you're feeling

\*\*\*\*\*ECRLOT \*\*C-069  
PAMELA M FOSTER  
22 OREGON ST  
PORTLAND ME 04103-5435



**BlueCross BlueShield  
of Maine**

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2 Gannett Drive, South Portland, ME 04106

**Call now to hear a demonstration of how a FirstHelp Nurse handled an actual call!**

1726	Agoraphobia and Panic Disorders
1645	Schizophrenia
1079	Thinking of Suicide?
1722	Manic Depression
<b>Respiratory System</b>	
1169	Have You a Chronic Cough?
1274	Emphysema
1203	What Causes Asthma?
1279	The Flu
1744	Tuberculosis
<b>Sexuality</b>	
5683	Masturbation
5684	Homosexuality
5600	Growing Up Female
5599	Growing Up Male
5611	Sex: Are You Ready For It?
<b>Sexually Transmitted Diseases</b>	
1538	Sexually Transmitted Disease
1634	AIDS—Symptoms & Diagnosis
1700	AIDS Antibody Test
1626	AIDS—Reducing the Risks
1725	Protect Yourself Against AIDS
1555	Syphilis
1275	Gonorrhea
1345	Genital Herpes
1683	Chlamydia
1148	Venereal Warts
<b>Urinary System &amp; Kidneys</b>	
1339	Kidney Stones
1271	What Kidneys Do For You
1272	Women & Urinary Tract Infections
<b>Women's Topics</b>	
1515	Vaginal Infections—Yeast
1276	Vaginal Infections
1194	Menopause—Questions & Answers
1723	Ovarian Cysts
1426	Menstruation
1741	The Pap Test
1742	Cancer of the Cervix
1622	Pelvic Inflammatory Disease
1675	Premenstrual Syndrome
1136	Cancer of the Breast
1624	Endometriosis
1056	Having a D&C?
1053	Your Hysterectomy
1272	Women & Urinary Tract Infections

# Well Informed Audio Library

When you  
need help with your  
symptoms, call a  
FirstHelp nurse.

If you just want  
information, use the  
Well Informed Audio  
Library.

*FirstHelp*<sup>TM</sup>

**1-800-201-0915**

*A service provided through . . .*



**BlueCross BlueShield  
of Maine**

*Managing the Best of Care*

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# Using the Well Informed Audio Library is simple.

You have lots of options to choose from, but you only need to call one number! With your touch-tone phone, you can access tapes on more than 100 health topics. Just call the FirstHelp number to access the Well Informed Audio Library.

Then, if you know the 4 digit number of the topic you'd like to listen to – enter it after the introduction. If you'd like to access the directory of categories and topics, just listen to the operator and she'll tell you what to do.

<b>Alcohol &amp; Other Drugs</b>	
1069	Marijuana
1157	Speed: Amphetamines
1085	Depressant Drugs
1703	Crack
1226	LSD, MDA, Peyote & Psilocybin
1435	PCP
1326	Cocaine
1156	Alcohol is a Drug
1686	Fetal Alcohol Effects
<b>Arthritis</b>	
1365	Lupus Erythematosus
1362	Rheumatoid Arthritis
1359	Osteoarthritis: A Conversation
1361	What is Arthritis?
<b>Cancer</b>	
1740	Cancer's Seven Warning Signals
1123	Cancer of the Colon & Rectum
1129	Cancer of the Skin
1121	Cancer of the Prostate Gland
1487	Cancer of the Bone
<b>Children's Health</b>	
1082	You've got Chickenpox?
1437	Ringworm
1288	Pinworms
1084	Impetigo
1495	Insect Stings
1146	Lice are not Nice!
<b>Contraception &amp; Pregnancy</b>	
1489	Could I be Pregnant?
1510	The Pregnancy at Risk

## Well Informed Audio Library

1265	Before You Begin Your Pregnancy
1193	Unwanted Pregnancy
1043	The Pill—Questions & Answers
1556	Danger Signals in Pregnancy
1655	Vaginal Contraceptive Sponge
1179	The Diaphragm as Contraceptive
1180	Condoms
1297	Contraception—It's Your Choice
1397	Laparoscopy & Tubal Fulguration
1065	Thinking About Vasectomy?

### Dermatology

1149	Scabies
1228	Acne
1550	Eczema
1406	Warts

### Digestive System

1711	Ulcerative Colitis
1530	Gallstones
1579	Hiatal Hernia
1348	Let's Talk About Hemorrhoids
1712	Treatment of Hemorrhoids
1283	Peptic Ulcers
1569	Diverticulosis—Diverticulitis

### Ear, Nose, Throat & Eyes

1534	Dizziness
1382	Strept Throat
1286	Floating Strings in Your Eye?

### General Health Information

1089	Diabetes? What Does it Mean?
1146	Lice
1488	Shingles
1495	Insect Sting

### Heart & Blood Vessels

1678	Heart Attack—The First Hours
1108	A Discussion on High Blood Pressure
1106	Strokes
1093	Prevent Coronary Artery Disease

### Men's Topics

1065	Thinking About Vasectomy?
1632	Benign Prostate Trouble
1553	Impotence

### Mental Health

1410	Depression
1486	Stress Management
1627	Relaxation Techniques

Tuck this in your  
phone book.

**IMPORTANT NUMBERS**

**Emergencies : Dial 911**  
**Or :**

**FirstHelp: 1-800-201-0915**

- To talk to a registered nurse at FirstHelp
- For answers to symptom-related health questions

NOTE: The nurse is unable to answer questions about claims or benefits

**Blue Cross and Blue Shield of  
Maine Customer Service:**

**1-800-527-7706** for Managed Care Members

**1-800-482-0966** for Members of another  
type of Blue Cross Blue Shield Plan (your Blue Cross  
Blue Shield ID Card lists the correct telephone  
number)

- For general administrative questions
- For claims payment information

**Maine Poison Center:**

**1-800-442-6305**

**Our Doctors:**

Call

**1-800-201-0915**

**FirstHelp™**

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of Maine**

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U.S. Patent 5,471,382

No matter how big  
or small the question,  
or how early  
or late the hour...

"The pain isn't that bad, should I wait until morning?"

"Uh oh... I think my child has chicken pox."

"His fever's 103. Should we go to the emergency room?"

"My back is killing me. Is aspirin enough to help?"

"I don't know if it's broken or sprained. But it hurts."

"I wouldn't want to bother my doctor at 4 a.m."

...Call

**FirstHelp™**

**1-800-201-0915**

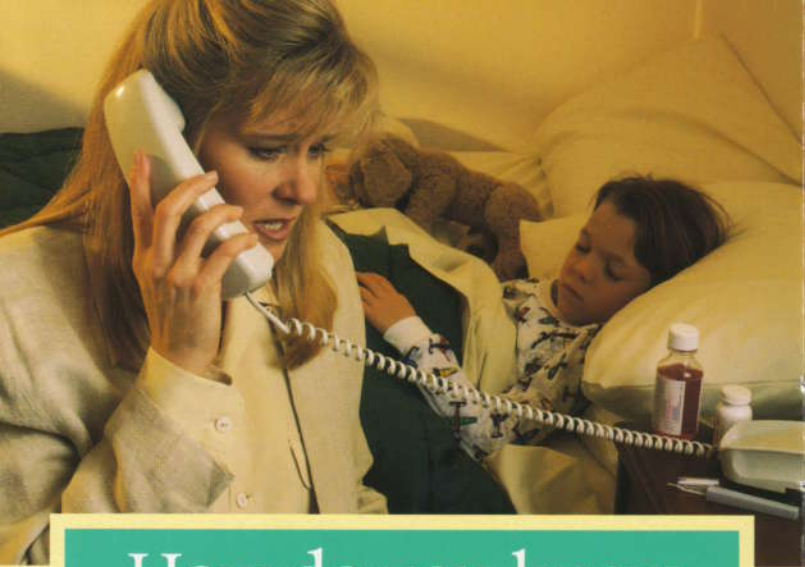
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How do you know whether to call a doctor, rush to the emergency room, or treat it at home?

FirstHelp is the call to make.

Our specially trained registered nurses can assess your symptoms quickly, and help you decide what you need to do. We're on call 24 hours, and our service is provided at no additional cost to you.

Get answers with one quick phone call.



A FirstHelp nurse will:

- Ask about your symptoms.
- Tell you if you should see your doctor.
- Provide appropriate self-care tips.
- Direct you to the emergency room if needed.
- Even call you back to see how you're feeling.

*NOTE: The nurse is unable to answer questions about claims or benefits.*

*"I love doing this. I get to help so many people. And, with this system, I always know I'm giving good advice."*

—Marybeth Gelfand, R.N.  
13 years clinical experience

Call

1-800-201-0915

**FirstHelp™**

The faster you  
get answers,  
the faster you  
get relief.

You can call in the middle of the night, after hours, on weekends or anytime during the day.

So, why wait for an appointment or sit around in a hospital if you don't have to? FirstHelp is designed to support your physician, and make sure you always get the health care you need, with the least amount of inconvenience.



*"FirstHelp let me get a good night's sleep, and the follow-up showed care and concern for my well-being."*

—J.D., Brewer, ME



Get answers to  
questions like these.

**WHEN YOU HAVE ACHES AND PAINS.**

- Cuts
- Back and muscle pain
- Fevers, flu
- Minor burns

**WHEN SOMEONE YOU LOVE IS HURTING.**

- Chicken pox
- Colic
- Falls, bumps and bruises
- Ear infections, colds and viruses
- Diarrhea, vomiting

**WHEN YOU'RE NOT SURE WHAT YOU'VE GOT.**

- Fevers, chills
- Rashes, itches
- Coughs
- Dizziness

**AND MORE...**

- Questions about women's health, senior's health and mental health too.

Call

1-800-201-0915

**FirstHelp™**

You can depend on  
the answers you get.

The advice you get from FirstHelp is not just the opinion of some person you talk to on the phone.

FirstHelp is a system. It uses specifically prepared questions and answers developed by dozens of physicians and nurses, including renowned specialists from across the USA. Using this patented system, a trained registered nurse can understand your symptoms and direct you to the appropriate help—your doctor, the emergency room, or self-care.

Studies show that the FirstHelp system consistently and accurately gives you the recommendations your doctor would give you.

*“This is like an extension of my service. They tell my patients what I’d tell them.”*

—Jay P. Sanford, M.D., D.M.M., M.A.C.P.

Call to hear a quick  
demonstration!



Just call the FirstHelp number to...

- Hear a 3-minute audio demonstration tape of how we handled a real problem.
- Listen to our trained registered nurses helping with adult or pediatric questions.
- See just how easy FirstHelp is so you won't hesitate to use it when you need it.

*“My call was answered promptly, the nurse showed concern and understanding, and the follow-up was great. I would definitely use this service again.”*

—L.M., Auburn, ME

Call

1-800-201-0915

**FirstHelp™**

For your refrigerator

**FirstHelp™**

**1-800-201-0915**

For sound answers about your symptoms, 24 hours a day.

*A service provided through*



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of Maine

*Managing the Best of Care*

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Works just like a magnet! It will stick over and over to any hard surface and leave no messy residue.

For your phones

For 24 hour answers  
about your symptoms:

Call

**FirstHelp™**

- 24 hours a day, everyday.
- How serious is it?
- Do I need a doctor?
- Should I go to the Emergency Room?
- Is there something I can do?

**1-800-  
201-0915**

For 24 hour answers  
about your symptoms:

Call

**FirstHelp™**

- 24 hours a day, everyday.
- How serious is it?
- Do I need a doctor?
- Should I go to the Emergency Room?
- Is there something I can do?

**1-800-  
201-0915**

For your wallet

For sound answers about your  
symptoms, 24-hours a day.

Call **FirstHelp™**

**1-800-201-0915**

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