



## Help our heroes.

Enroll in Bloom by November 30th.

[First Name] [Last Name]  
[Address 1]  
[City], [State] [Zip]

### Relief is here.

Pelvic health disorders affect 1 in 3 women<sup>1</sup> and symptoms may include bladder leakage, bowel issues, and pelvic pain. Developed by Sword Health, Bloom is a virtual pelvic exercise solution designed to improve pelvic health from the comfort and privacy of home.

With Bloom, you'll receive 1:1 guidance from a dedicated Pelvic Health Specialist who crafts a tailored program based on your specific symptoms. Best of all, **Bloom is available at no additional cost** as part of your Highmark benefits.

Plus, by taking care of yourself, you can also make a difference for others. **Enroll in Bloom by November 30th, and Sword Health will donate up to \$50\* to the Tunnel to Towers Foundation in support of our Veterans.**



Earn up to a  
**\$50 donation.\***

Take control of your pelvic health with Bloom.

**Enroll by November 30th to start earning a donation.**



Complete **3 total sessions** by 12/31 and Sword Health will **donate \$25.**



Complete **9 total sessions** by 12/31 and Sword Health will **donate an additional \$25.**

### Bloom can help you with:



Bladder Issues



Menopause related symptoms



Pregnancy & Postpartum



Bowel Issues



Chronic Pelvic Pain



Pelvic Organ Prolapse

Scan the QR code

**to activate your health plan benefit or visit:**

[sword.health/bloom/highmarkbcbs/heroes](https://sword.health/bloom/highmarkbcbs/heroes)



Bloom is a Sword  
Health program.

1 Kenne, K.A., Wendt, L. & Brooks Jackson, J. Prevalence of pelvic floor disorders in adult women being seen in a primary care setting and associated risk factors. Sci Rep 12, 9878 (2022). <https://doi.org/10.1038/s41598-022-13501-w>

\*Sword Health will contribute up to \$50 per enrollee, up to a total donation amount of \$36,000.00, to the Tunnel to Towers Foundation.

Always seek the advice of your physician or other qualified health provider with any questions or concerns regarding a medical condition and before you begin a wellness program.

Do not use Bloom if you are in the first trimester of your pregnancy. Consult with your physician or other qualified health provider prior to use of Bloom during your second or third trimesters of pregnancy. Bloom is not designed to be used by those with a complicated or high-risk pregnancy.

Bloom is available at no additional cost to all members with vaginal anatomy (age 18 and over) as part of your health plan benefits.

Bloom is a Sword Health Program. Sword Health is an independent company that provides wellness services for your health plan.

Sword Health Professionals provides its services through a group of independently owned professional practices consisting of Sword Health Care Providers, P.A., Sword Health Care Providers of NJ, P.C., and Sword Health Care Physical Therapy Providers of CA, P.C.

Benefits and/or benefit administration may be provided by or through the following entities, which are independent licensees of the Blue Cross Blue Shield Association:

Western and Northeastern PA: Highmark Inc. d/b/a Highmark Blue Cross Blue Shield, Highmark Choice Company, Highmark Health Insurance Company, Highmark Coverage Advantage Inc., Highmark Benefits Group Inc., First Priority Health, or First Priority Life.

**Your plan may not cover all your health care expenses. Read your plan materials carefully to determine which health care services are covered. For more information, call the number on the back of your member ID card or, if not a member, call 866-459-4418.**

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All references to "Highmark" in this document are references to the Highmark company that is providing the member's health benefits or health benefit administration and/or to one or more of its affiliated Blue companies.

The Claims Administrator/Insurer complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: Si usted habla español, servicios de asistencia lingüística, de forma gratuita, están disponibles para usted. Llame al número en la parte posterior de su tarjeta de identificación (TTY: 711).

请注意：如果您说中文，可向您提供免费语言协助服务。请拨打您的身份证背面的号码 (TTY: 711)