

Please note the product category listings of included products and services are examples only and are subject to change.

For current up-to-date information about eligible products and services, please call  
Alberta Blue Cross Customer Services at 403-234-9666 (Calgary and area) or toll free at 1-800-661-6995

## **Health support**

*Products and services that improve health and wellbeing*

### **Examples of eligible products or services:**

- Cosmetic procedures
- Health assessments
- Natural health products (e.g. vitamins, minerals)
- Nutritional counseling
- Meal replacement bars and protein powder
- Pre-natal classes
- Smoking Cessation programs (including smoking cessation CDs)
- Stress management programs
- Weight management program fees

## **Fitness and sports activities**

*Participation in physical activity that promotes good health*

### **Examples of eligible products or services:**

- Fitness club memberships
- Physical activity fees (e.g. gym drop in fees, lift tickets)
- Sports league or team memberships
- Instruction for physical activities
- Facility fees for eligible activities
- Registration fees for athletics, physical fitness, Health and Wellness events, sports leagues

## **Fitness and sports equipment**

*Purchase of fitness and sports equipment that promotes good health*

### **Examples of eligible products or services:**

- Purchase or rental of fitness equipment (e.g. treadmill, elliptical)
- Purchase or rental of sports equipment (e.g. hockey skates, sticks and pads, bicycle helmet)

## **Professional development**

*Supporting continuous learning and career development*

### **Examples of eligible products or services:**

- Courses, conferences and seminars
- Liability insurance
- Professional membership fees
- Software and books for professional development courses

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## Professional development travel

*Supports travel associated with professional development activities*

### Examples of eligible products or services:

- Transportation to course or seminar
- Parking
- Hotel accommodation
- Meals

## Computer products and mobile digital devices

*Products and services for personal computing and mobile communication*

### Examples of eligible products or services:

- Computers and peripherals (hardware)
- Computer equipment repair
- Internet connection devices and Internet services
- Software
- Cell phone and accessories
- GPS (car or hand-held)
- Personal Digital Assistant (PDA) and software
- Service and usage fees

## Family care

*Attendant care and facility costs*

### Examples of eligible products or services:

#### Child care

- Day camps and day programs
- Daycare
- Nannies

#### Family care

- Caregiver support programs
- Elder care and counseling
- Guide dogs
- Home care
- Home installed supportive aids
- Lifts
- Long-term care facilities
- Medical supplies
- Nursing care and nursing homes
- Rehabilitation centre
- Respite care
- Travel expenses (if required for family care)

## Personal interest

*Supporting continuous learning through personal interest courses.*

### Examples of eligible products or services:

- Art classes and supplies
- Driving instruction
- Photography courses
- Pottery classes and supplies
- Textbooks and required supplies for personal interest courses