

Well-Being Programs



Blue Cross
Blue Shield
Blue Care Network
of Michigan

Confidence comes with every card.®

Extending the value of Blue

As a Blue Cross Blue Shield of Michigan member, you enjoy comprehensive coverage and access to a large network of doctors and hospitals.

But that's not all.

As one of our valued members, we'll help you improve your well-being through our Blue Cross Health & Well-BeingSM programs.

Connect for your journey to improved well-being

All Blue Cross Blue Shield of Michigan health care plans include a variety of programs designed to help you improve your well-being. These programs are available at no additional cost to you.

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Online well-being resources

The tools you need for improved well-being are a click away

Blue Cross Health & Well-Being online resources, powered by WebMD®, give you access to a broad range of information and tools. Best of all, it's available at your fingertips 24 hours a day, every day, through your Blue Cross member account.

You can access your member account at **bcbsm.com** or through the Blue Cross mobile app. After you log in, click or tap *Health & Well-Being*, then *WebMD Health Services*, to enter the Blue Cross Health & Well-Being website.

To download the mobile app, search BCBSM in the App Store® or Google Play™.



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Health Assessment

Complete your health assessment to find out your personal health risks and what you can do to improve your health. See Page 6 for more information about the health assessment.

Symptom Checker

Use this interactive tool to help you determine what to do about your symptoms.

My Health Assistant

After you take your health assessment, the *My Health Assistant* page recommends the Digital Health Assistant programs that are best for you. The following Digital Health Assistant programs are available:

- Conquer Stress
- Eat Better
- Enjoy Exercise
- Lose Weight
- Quit Tobacco
- Feel Happier

My Pregnancy Assistant

If you're pregnant, plan to become pregnant or are supporting someone who's pregnant, this is a helpful tool. It contains a dashboard of quizzes, checklists, articles, videos, activities and images of the stages of fetal development that you can click on for more information.

Mental health podcasts

Listen to engaging podcasts on a variety of mental health topics, such as stress, anxiety, insomnia and suicide.

Recipes

Find more than 400 tasty and healthy recipes that can help you meet your nutritional needs.

Health Record

Store, maintain, track and manage your health information in one centralized, private and secure location.

Health Trackers

Chart your measurements over time. There are trackers for exercise, steps, diet, sleep, mood, pain and tobacco use.

Document Library

Easily upload and store your health care documents.

Device and App Connection Center

Sync more than 200 of your favorite fitness and medical devices and health-specific mobile apps so you have all your information in one location.

WebMD Health TopicsSM

This valuable resource allows you to search for a variety of health topics categorized by conditions, general health and procedures and surgeries.

Medical Encyclopedia

This complete health encyclopedia includes a searchable database of health topics, medical tests, procedures, drugs and more.

WebMD Interactives

Find calculators, guides, quizzes, slide shows and other health information you may need.

WebMD Video

Watch more than 1,000 videos about a variety of health topics and trends.

Health assessment

It's all about you

Take the Blue Cross Health & Well-Being health assessment, powered by WebMD, to get a picture of your current health and your health risks. In an easy-to-read, interactive format, the health assessment asks you questions designed to evaluate your health. In addition:

- **It's fast.** Mobile-friendly and interactive, it takes about 10 minutes to complete.
- **It's effective.** It asks a variety of basic questions about your diet, exercise, sleep, medical history and lifestyle factors to give you a holistic view of your current health, along with a personalized plan for better health.
- **It gives you information you can use.** After taking the health assessment and getting your results, use Blue Cross Health & Well-Being online resources to help you with whatever is on your plan — from exercise and diet trackers to Digital Health Assistant programs, it all starts here.

It's easy to find online

Accessing the health assessment is easy.

1. Log in to your Blue Cross member account at **bcbsm.com** or the Blue Cross mobile app. If you're a first-time user, you must register.
2. Click or tap *Health & Well-Being*, then *WebMD Health Services*, to enter the Blue Cross Health & Well-Being site.
3. On **bcbsm.com**, click on *Health Assessment* on the home page or in the menu; on the mobile app, tap *Health Assessment* in the menu.

The first time you enter the Blue Cross Health & Well-Being site to use WebMD tools, you'll need to register.

If you have questions about how to complete the health assessment, call the Engagement Center at 1-800-775-BLUE (2583).

Problems with online registration?
Call the Blue Cross Web help desk
at **1-888-417-3479**.

It's personal

After you complete your health assessment, you'll receive:

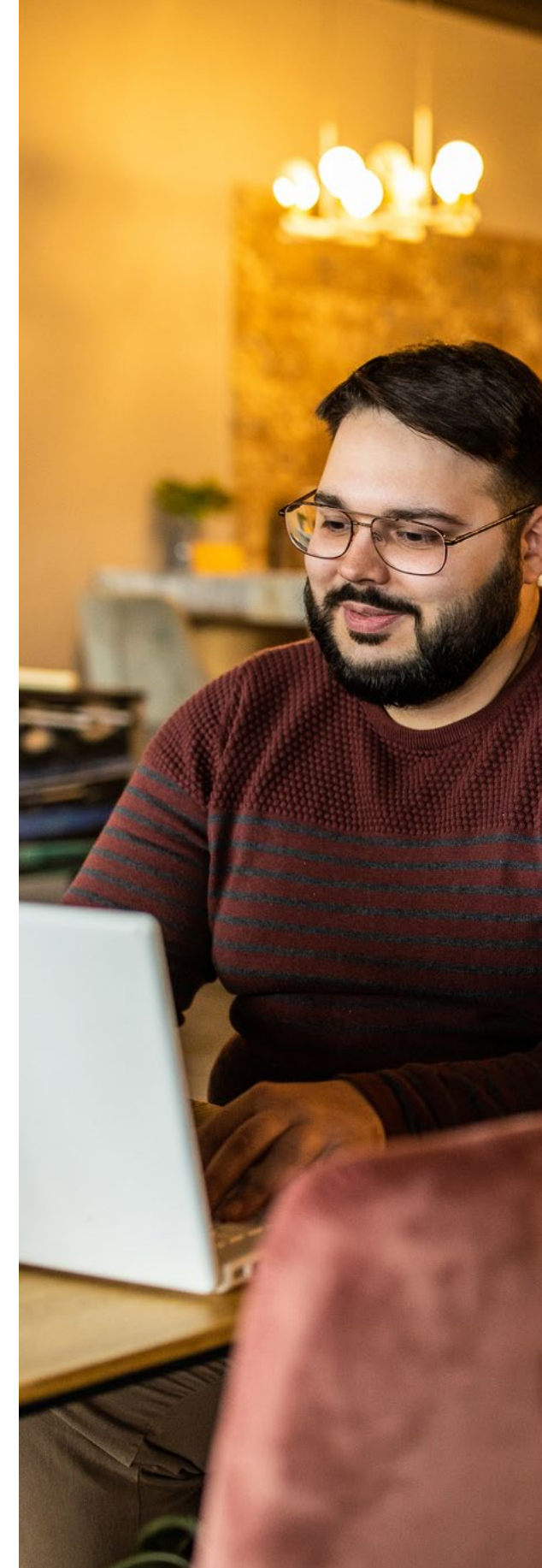
- A health score based on an analysis of your modifiable health risks
- A list of your highest-risk areas
- A Modifiable Risk Report and a Condition Risk Report
- A list of the next steps you can take to improve your health

You can also see how your health score compares to others who have completed the health assessment.

Before you start, gather this information:

- Blood pressure
- Total cholesterol
- High-density lipoprotein or HDL cholesterol
- Low-density lipoprotein or LDL cholesterol
- Triglycerides
- Blood sugar
- Height, weight and waist measurements
- Recent health screenings

If you don't have this information, you can still take the health assessment. But having this information will provide you with more in-depth results.



Tobacco Coaching

If you're a tobacco user who's ready to quit, the Tobacco Coaching program, powered by WebMD, may be right for you.

To qualify for this 12-week program, you must be ready to set a quit date within the next 30 days, and you must have used tobacco within seven days of your initial call to a health coach.

You'll receive five calls from a specially trained health coach over 12 weeks, where you'll work toward your goal of quitting tobacco. If you need additional support, you can call a health coach at any time.

You can schedule your calls when it's most convenient for you. Health coaches are available:

Monday - Thursday: 9 a.m. to 11:30 p.m.

Friday: 9 a.m. to 8 p.m.

Saturday: 9:30 a.m. to 6 p.m.

Sunday: 1 to 11:30 p.m.

Call WebMD to schedule your first call at 1-855-326-5102.

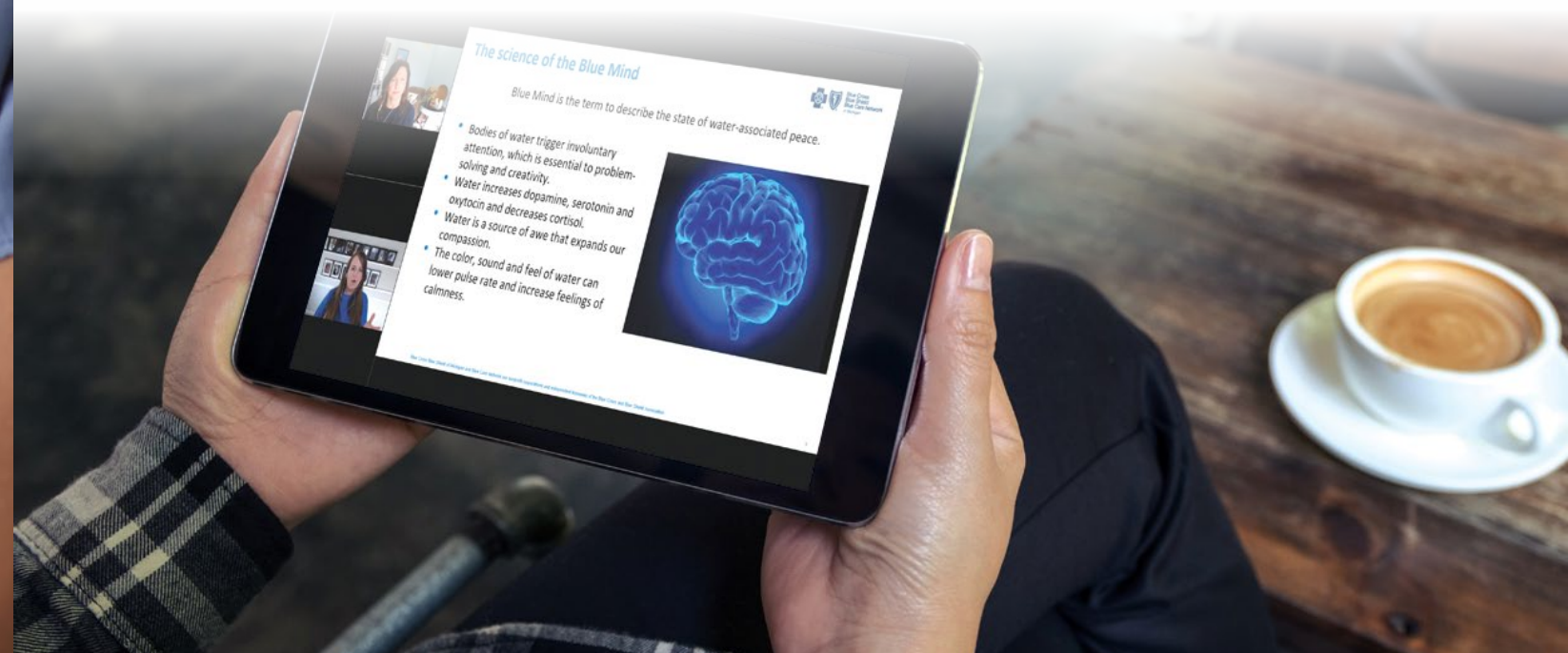


Blue Cross Virtual Well-BeingSM

Let Blue Cross Virtual Well-Being give you the guidance and support you need on your personal well-being journey. The program offers:

- Free, live, interactive well-being webinars every Thursday at noon Eastern time
- Webinars focused on a variety of topics to help improve your overall well-being such as mindfulness, physical well-being, financial well-being and more
- Live participant chats, personalized responses and downloadable materials
- Support for people losing weight in five-pound increments during Thursday member webinars through the Drop 5 Virtual Weight-Loss Community
- Weekly guided meditations on Wednesdays at noon Eastern time

Conveniently watch webinars on your computer, tablet or mobile phone. Learn more, register or watch past webinars at [bluecrossvirtualwellbeing.com](https://www.bluecrossvirtualwellbeing.com).



Other resources

Blue Cross has some additional resources that can help you improve your well-being. These include:

Blue 365®

Through Blue365, our member discount program, you have access to exclusive discounts on national and local healthy products and services, including fitness, food and grocery, gym memberships, weight loss programs and more. Visit bcbsm.com/discounts for more information.

Engagement Center

The answers you need are a phone call away

Our knowledgeable Engagement Center assistants can answer your questions about the well-being programs available to you. Engagement Center assistants can also:

- Help you find network doctors and hospitals
- Answer questions about well-being program incentive requirements (for eligible participants)
- Give you information about program discounts
- Assist with online well-being resources
- Direct you to a registered nurse for health information and symptom management, when necessary (for eligible participants)

Engagement Center

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

1-800-775-BLUE (2583)

All calls are toll-free and strictly confidential.

24-Hour Nurse Line

Our 24-Hour Nurse Line gives you access to registered nurses who are ready to answer your health care questions 24 hours a day, seven days a week.

You can talk to a nurse about:

- Symptom management
- Health information
- Audio health library

Just call 1-800-775-BLUE (2583) and listen for the prompts to speak to a nurse.

AHealthierMichigan.org

This Blue Cross website's mission is to help everyone in Michigan get healthier from the inside out. Visit the website for articles, recipes, podcasts and more.



Stay connected to improved well-being.

- Log in to your member account and register for the Blue Cross Health & Well-Being site.
- Review all the great online resources available through Blue Cross Health & Well-Being.
- Take the health assessment.
- Watch the Blue Cross Virtual Well-Being member webinars every Thursday at noon.



bcbsm.com

WebMD Health Services is an independent company supporting Blue Cross Blue Shield of Michigan by providing health and well-being resources to its members.

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



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Confidence comes with every card.®

Save money and live healthier with Blue365[®]



Membership has its benefits

Blue Cross Blue Shield of Michigan and Blue Care Network members can score big savings on a variety of health-related products and services.

Member discounts with Blue365 offers exclusive deals on things like:

- **Fitness and well-being:** Health magazines, fitness gear and gym memberships
- **Healthy eating:** Meal delivery kits and weight-loss programs
- **Lifestyle:** Travel and recreation
- **Personal care:** Lasik and eye care services, dental care and hearing aids

Cash in on discounts

Start saving today! Show your member ID card at participating local retailers or use an offer code online.

You can view a full list of discount offers from your Blue Cross member account. To get started:

- Log in or register at **bcbsm.com** or the Blue Cross mobile app.
- Once you're logged in at **bcbsm.com**, select *Blue365[®] member discounts* from the *Health & Well-Being* tab.
- If you're on the Blue Cross mobile app, tap the menu icon (=), then *Discounts*.



Blue Cross
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of Michigan

Blue365[®]

Because health is a big dealSM

Member discounts with Blue365

Take advantage of discounts from the businesses listed below and many more.



You can conveniently access discounts from any device — anytime, anywhere.



**Blue Cross
Blue Shield
Blue Care Network**
of Michigan

Nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association

Program information valid as of July 2022.

The Blue365 program is brought to you by the Blue Cross and Blue Shield Association. The Blue Cross and Blue Shield Association is an association of independent, locally operated Blue Cross and Blue Shield plans. Blue365 offers access to savings on items that members may purchase directly from independent vendors, which are different from items that are covered under health care plan policies with Blue Cross Blue Shield of Michigan or Blue Care Network, its contracts with Medicare or any other applicable federal health care program. Neither Blue Cross Blue Shield of Michigan, Blue Care Network nor the Blue Cross and Blue Shield Association recommends, endorses, warrants or guarantees any specific vendor or item.



Confidence comes with every card.®

A special fitness offer:

Gym packages starting at just \$19 a month (with a one-time enrollment fee of \$19)



Blue365® has teamed up with **Fitness Your Way™** to help you meet your fitness goals without breaking the bank. Fitness Your Way offers you the flexibility to work out at multiple gyms where you live, work and travel, and take **virtual classes**.

Gym packages

- Starting at just \$19 a month and a one-time enrollment fee of \$19
- Access to thousands of gyms nationwide with no long-term contracts
- Freedom to join as many gyms as you want
- All digital content included

At-home workouts

- Access to BurnAlong and LES MILLS
- On-demand videos available 24/7, from cycle classes to high-intensity workouts
- Live virtual classes including cardio, boot camps, barre, yoga and so much more
- Digital-only package also available

Healthy living discounts

- 20,000+ health and well-being specialists
- Up to 30% off services such as acupuncture, chiropractic and nutritional counseling
- Additional discounts on vitamins, exercise equipment and more

Enroll today

1. Log in to your member account at bcbsm.com.
2. Select *Blue365® member discounts* from the *Health & Well-Being* tab.
3. Search for Tivity Health, click *verify eligibility* then continue to the Fitness Your Way home page.
4. Once you're on the Fitness Your Way site, you can:
 - Search by ZIP code for participating locations.
 - Review the *Frequently Asked Questions* before enrolling.

You can also enroll by calling 1-888-242-2060 Monday through Friday from 8 a.m. to 9 p.m. in all U.S. time zones. Offer is subject to change at any time.



Blue365

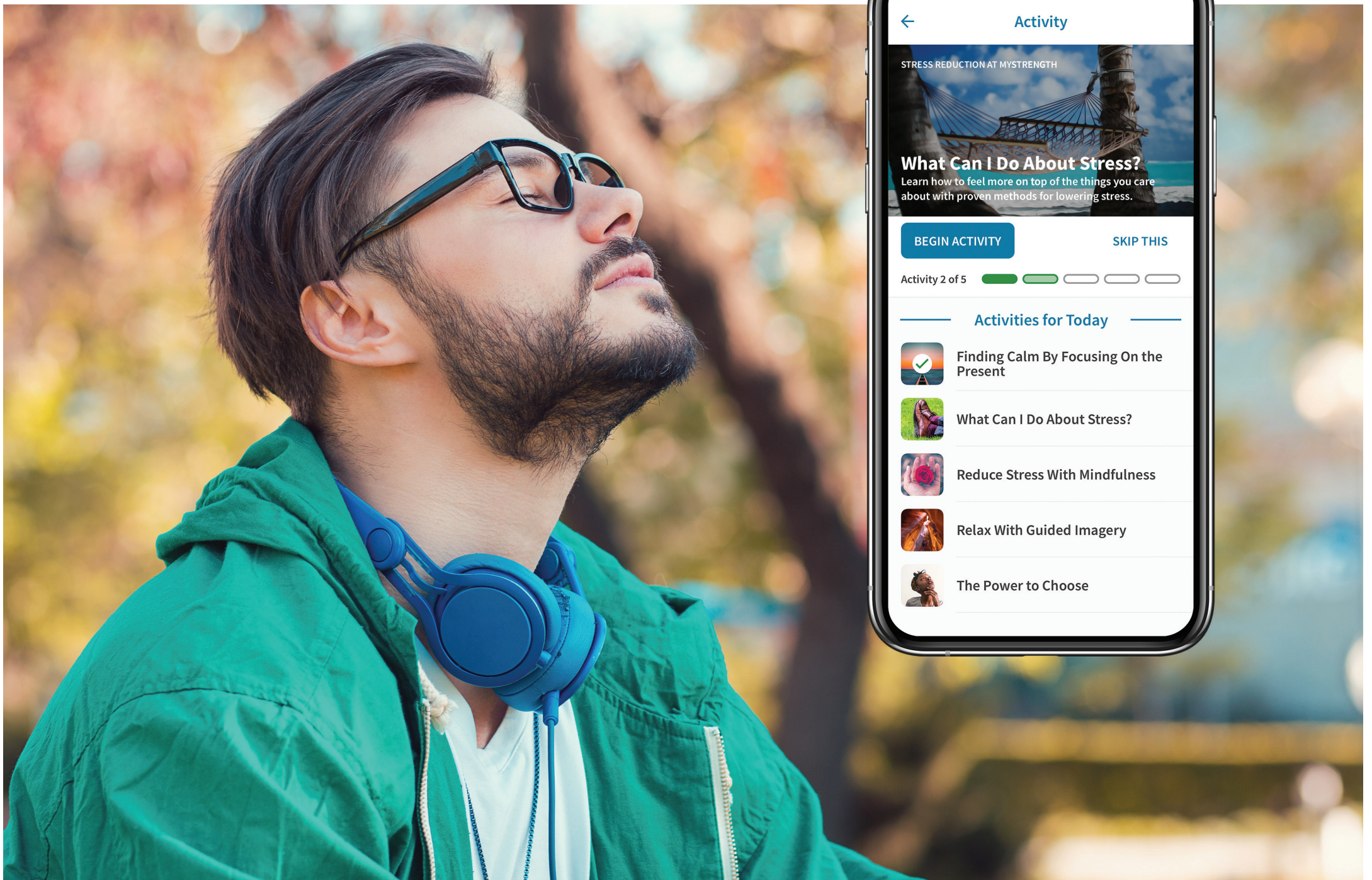
Because health is a big deal™

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Help to Live Your Best Possible Life

With **myStrength by Livongo** you get a personalized program to help with stress, anxiety, sleep, and much more.



**GET
STARTED**



Text **“GO BLUECROSSMI-START”** to **85240** to
learn more & join

You can also join by visiting strength.livongo.com/BLUECROSSMI-START/register or call **1-800-945-4355** and use registration code:
BLUECROSSMI-START

The program is offered at no cost to you and your eligible dependents (age 13 and older) with coverage offered through your Blue Cross Blue Shield of Michigan, Blue Care Network health plan.

We take your privacy seriously. Your identifiable health information is protected through federal and state laws, including Health Insurance Portability and Accountability Act, and will not be shared with any third party in a manner that violates federal or state law.

Livongo Health Inc. is an independent company contracted by Blue Cross Blue Shield of Michigan and Blue Care Network to provide behavioral health services to their members.