

**READY
TO HELP**



Improved well-being tailored to YOU


NEW
FOR 2025

Blue Cross Well-BeingSM

Expect more from your well-being program.

A new and improved well-being program is coming soon. Starting Jan. 1, 2025, the online well-being resources included with your health plan are transitioning to Personify HealthTM from WebMD[®] to provide an innovative, best-in-class well-being experience. The program is available to you and your covered family members 18 and older at no added cost.

We're ready to help you build healthy habits to improve your overall health with:



An enhanced virtual experience that delivers personalized daily content based on your interests, health risks and demographics



Seamless integration with more than 100 tracking devices and apps, including Apple Health and Google Fit



A checklist to help you stay on top of recommended preventive health care based on your specific needs



A detailed health assessment with more guidance for modifiable health risks

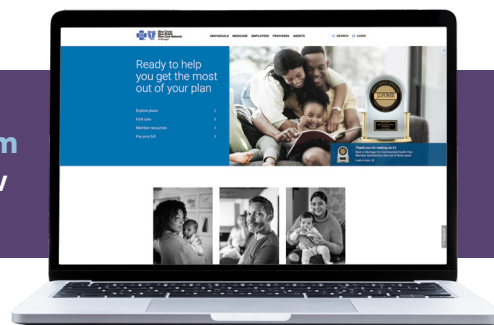


Self-guided well-being courses called Journeys[®] to help you build healthy habits that stick



A Mayo Clinic-modeled tobacco cessation program to help you stop smoking, vaping and using nicotine

On Jan. 1, 2025, simply log in to
your member account at bcbsm.com
or our mobile app to start your new
well-being journey.



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

Personify Health is an independent company that provides health and well-being services on behalf of Blue Cross Blue Shield of Michigan and Blue Care Network.

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.

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:** 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! 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 our mobile app.
- Once you're logged in, select *Blue365® Rewards & Discounts* from the *Programs & Services* menu.
- Scroll down to *Blue365® Member Discounts* and tap or click the button to link to the Blue365 site.

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.



Program information valid as of SEP 2024.

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.