

Well-Being Programs



Blue Cross
HEALTH & WELL-BEINGSM



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.

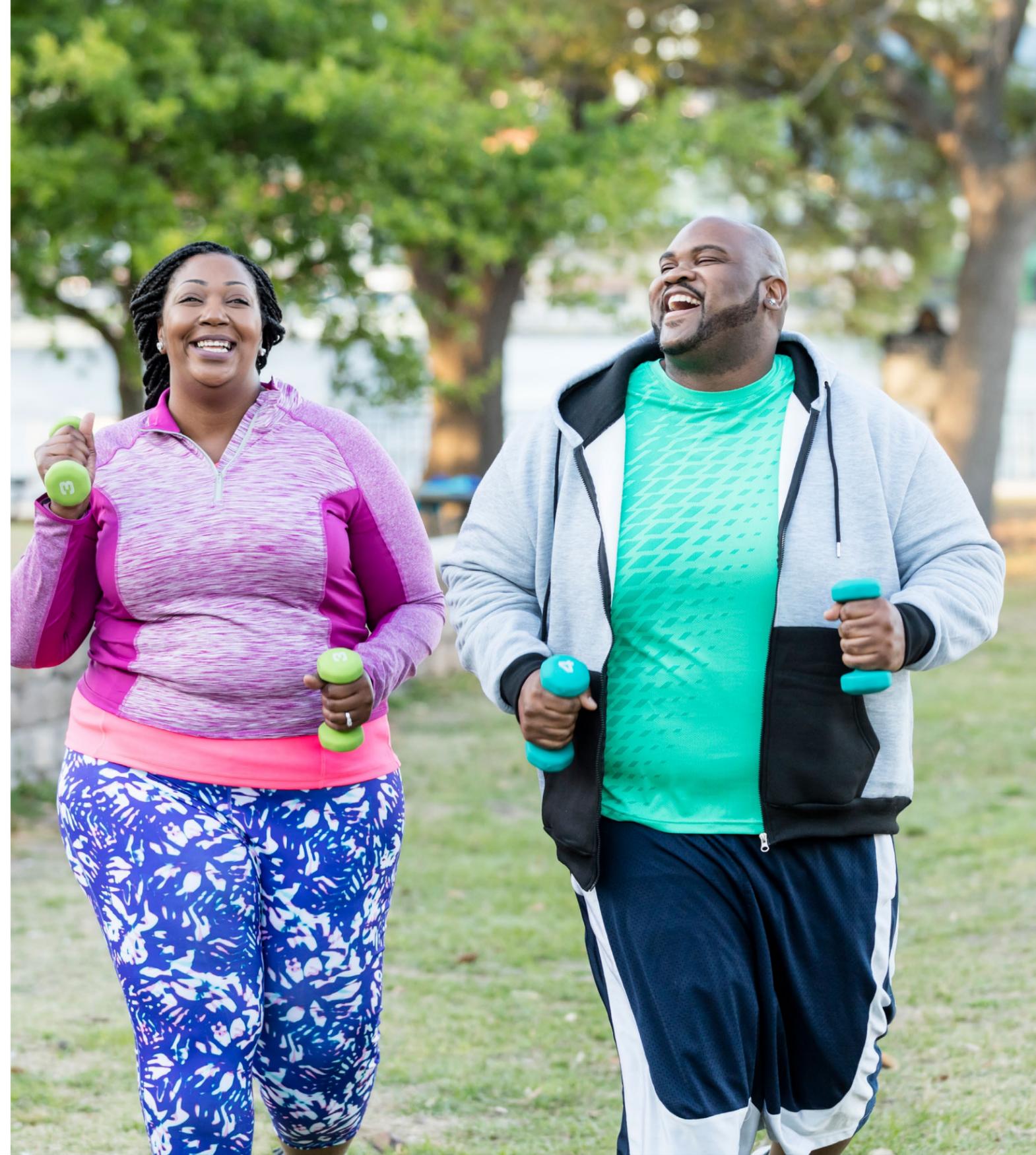
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Online well-being resources

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.

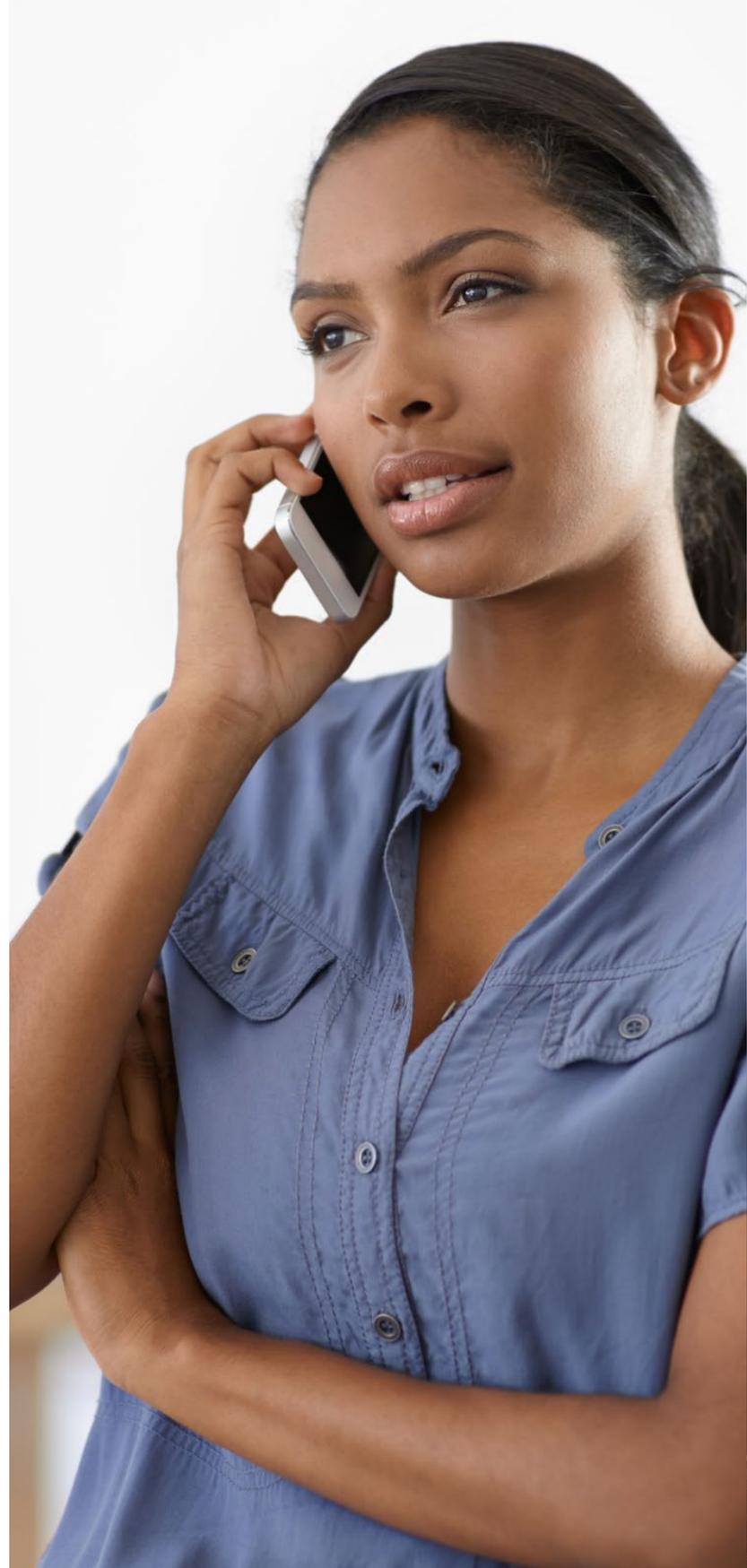
To qualify for this 12-week program, you must be ready to set a quit date within the next 30 days, and you must have used tobacco within seven days of your initial call to a health coach.

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.

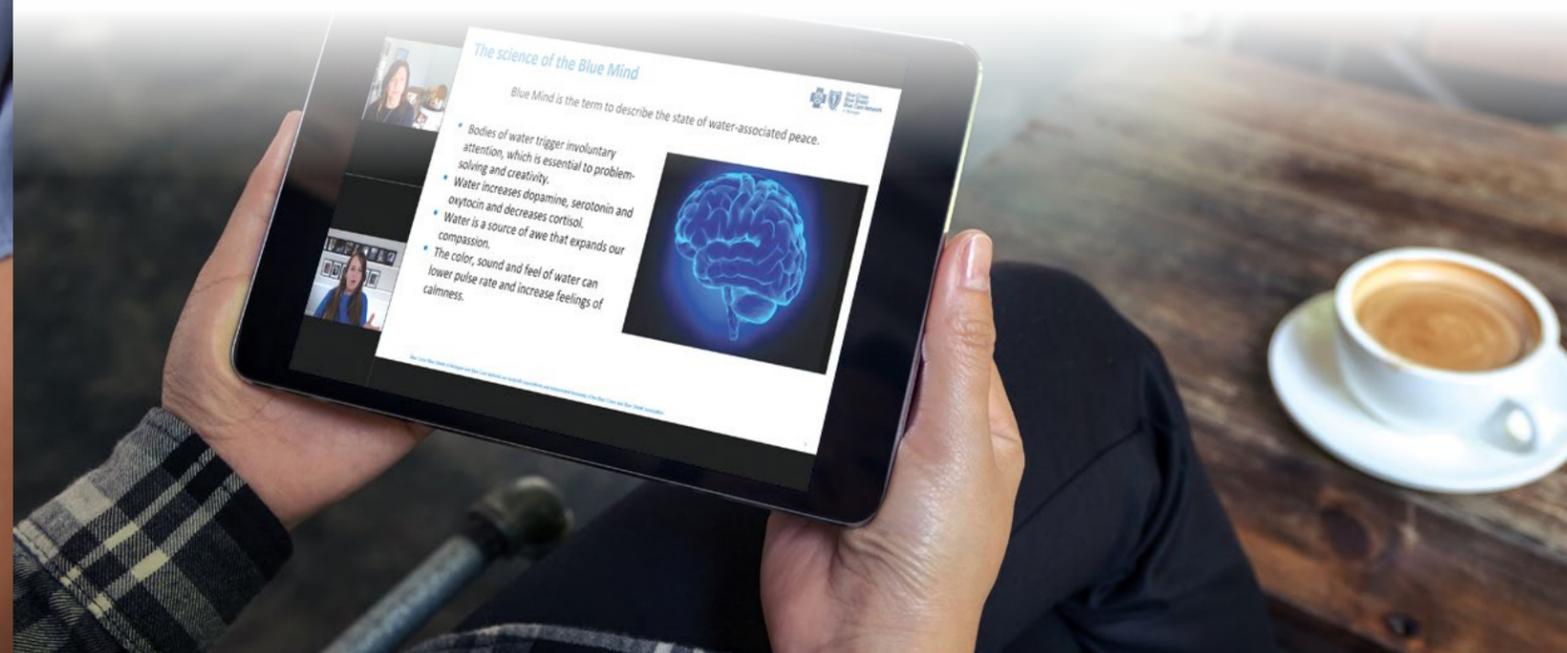


Blue Cross Virtual Well-BeingSM

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.



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.