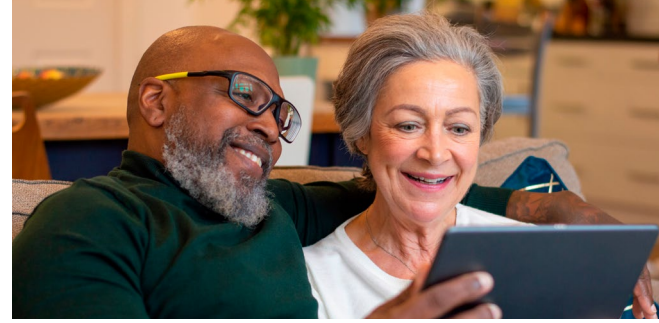
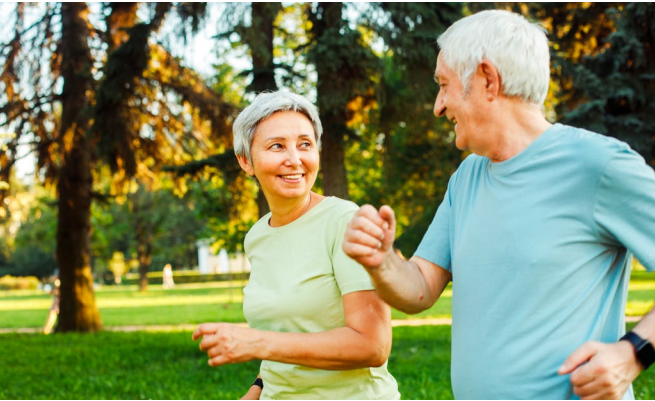


Medicare supplement plans from Blue Cross put your health and comfort first.



It's some kind of wonderful



Receive specially designed extras and added support with our Medicare Supplement Well-Being Program, at no extra cost to you.

Get well, stay well and live well with a Medicare supplement plan from Blue Cross.

To enroll:

- Contact your Blue Cross Blue Shield of Michigan agent.
- Go to bcbsm.com/medicare-supplement.
- Call **1-833-844-3871** (TTY: **711**) from 8 a.m. to 9 p.m. Eastern time, Monday through Friday, with weekend hours from October 1 through March 31.

If you're already a member and have questions, call the number on the back of your Blue Cross member ID card.

READY TO HELP



Learn more about the Well-Being Program at bcbsm.com/medicare/plans/supplement/well-being-program/.

Your privacy is our priority

The privacy and security of your health information is important to us. We follow strict policies to protect the confidentiality of your health information. We only use and disclose your health information as permitted by state and federal laws and as described in our Notice of Privacy Practice.



This request for information is insurance-related and, if you respond, you may be contacted in an attempt to sell you insurance. Medicare supplement plans from Blue Cross aren't connected with or endorsed by the United States Government or the Federal Medicare Program.

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

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Blue Cross Medicare Supplement SM Well-Being Program

Lots of extras for your good health



Blue Cross Well-BeingSM

We work with PersonifyTM Health to give you a best-in-class well-being experience. Get ready to live your best life with:

- Guidance to programs and resources that address your interests and health goals
- An improved health assessment to help identify risk factors that could lead to chronic conditions*
- A Mayo Clinic-modeled tobacco cessation program to help you stop smoking, vaping and using nicotine
- A checklist to help you keep track of well visits, screenings and other care needs
- Digital health coaching Journeys[®] for tobacco cessation, mental health and much more
- Easy integration with more than 100 fitness devices and apps, such as Apple Health and Google Fit

Log in to your member account at bcbsm.com or our mobile app to get started. Then select *Wellness* under the *Programs & Services* tab. Scroll down and select *Blue Cross Well-Being*.

**Blue Cross Blue Shield of Michigan does not use any information obtained from the health assessment for the purpose of rating a Medicare Supplement Insurance policy.*

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



Reach out to the 24-Hour Nurse Line

Peace of mind is a phone call away if you have a run-in with poison ivy or wake up with a raging sore throat; we have what you need. Our compassionate registered nurses are on-call, 24/7, ready to share at-home treatments for minor illnesses and injuries, answer questions about chronic conditions and provide information about further treatment if needed.

Note: The 24-Hour Nurse Line isn't for emergency situations. If you're experiencing a medical emergency, call 911 or go to your nearest emergency room.

Get exclusive discounts with Blue365[®]

Live the life you want with Blue365. Enjoy discounts at a variety of retail stores and hotels, plus savings on:

- Fitness memberships
- Fitbits and other wearables
- Healthy food deliveries
- Weight-loss and nutrition programs

And deals on pet supplies, skin care, classes, mobile apps and more. See how Blue Cross saves you money on things you do every day. Get a list of current offers at blue365deals.com.

Blue365 is brought to you by the Blue Cross Blue Shield Association, an association of independent, locally operated Blue Cross and Blue Shield plans. Value-added items and services are not a part of your insurance benefits and are not covered under contracts with Medicare or any other applicable federal health care program. For complete terms and conditions see <http://www.blue365deals.com/terms-use>

Connect with Blue Cross Virtual Well-BeingSM

Get guidance and support on your well-being journey with motivational webinars at mibluedaily.com/virtual-webinars/members. Topics include fitness at home, preventing social isolation, meditation, healthy cooking and gardening tips. You can also download materials you'd like to revisit or share with friends and family.