



Blue Cross
Blue Shield
Blue Care Network
of Michigan

Confidence comes with every card.®

Non-Medicare
and Medicare Retirees



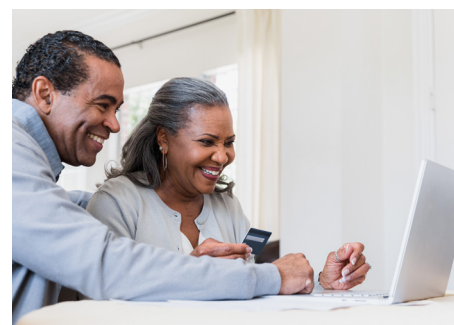
For Your Benefit

A variety of timely information related to your health care benefits and needs

Blue365® helps you live well without breaking the bank

Looking to save money on high-quality products and services that help you prioritize your health? Blue365 is here to do just that.

Blue365 is a free health and wellness discount program that offers premier, year-round discounts on gym memberships, fitness gear, healthy eating options and more. When you join the program, you'll get handpicked deals from premium brands, exclusive members-only offers and unlimited savings.



Blue365 has 90+ partnerships with select national brands, so you'll always have deals that suit your needs and preferences. For easier browsing, there are seven categories to help you find deals:

- Apparel & Footwear
- Fitness
- Hearing & Vision
- Home & Family
- Nutrition
- Personal Care
- Travel

Registering is easy; just have your member ID card on hand:

1. Visit blue365deals.com/BCBSMI and click the *Join Blue365* button.
2. Enter the first three characters of your member ID located on your member ID card. Once verified, enter your personal information and accept the terms.
3. Answer three questions to help Blue365 personalize your experience, then click *Register*.
4. You're in! To explore exclusive member discounts, you can:
 - a. Filter by categories most relevant to your needs.
 - b. Use keywords to search for specific items or brands.
 - c. Sort deals by best sellers, newest or expiring soon.

When viewing deals, pay special attention to the offer details and terms. Most discounts can be redeemed on partner websites. Some discounts must be redeemed at a retail location using a printed coupon.

Questions about Blue365? Send a message using the [Blue365 contact form](#), or email the team at support@Blue365deals.com.



How vaping and e-cigarettes impact your health

Cigarette use has declined over the past decade. However, electronic cigarette, or e-cigarette, use is on the rise. Between 2019 and 2023, the percentage of adults who used e-cigarettes increased from 4.5% to 6.5%, according to the Centers for Disease Control and Prevention.

Many adults trying to quit smoking often turn to e-cigarettes — or vaping — to ease the transition from traditional cigarettes. While this may seem like a good alternative, vaping can be just as harmful.



What are vapes?

Vapes are battery-operated e-cigarettes that heat a liquid called vape juice to release a chemical aerosol, or vapor. Vapes look like flash drives, pens or other handheld devices. They often contain nicotine and come in fruit, candy and mint flavors.

The negative impacts of vaping

According to doctors at Johns Hopkins Medicine, vaping is believed to expose users to fewer toxic chemicals than traditional cigarettes, but vape juice — when heated — still produces toxic substances that are dangerous to your health, including:

- **Diacetyl:** A food additive included for flavor that's known to damage small passageways in the lungs
- **Formaldehyde:** A toxic chemical that can cause lung and heart disease
- **Acrolein:** A chemical often used as a weed killer that can damage lungs
- **Heavy metals** such as nickel, tin and lead

These substances, along with nicotine, put users at risk of several health conditions, including chronic lung disease, asthma, pneumonia and high blood pressure. Vape juice is also made with an oily base layer suspected of causing lung damage, and even death.

In February 2020, the CDC confirmed 2,807 cases of e-cigarette or vaping use-associated lung injury and 68 deaths attributed to this condition.

Quitting is possible

Quitting a smoking habit can be difficult. Fortunately, you don't have to quit alone. Blue Cross is working with Personify Health™ to offer the **Tobacco Cessation Coaching Program** to help you stop smoking, vaping or using nicotine, at no added cost.

The program pairs you with an experienced coach who offers personalized support throughout your journey to quit. You can connect with your coach by phone, app or email.

To enroll:

1. Log in to your member account at bcbsm.com/som, then click the *Programs & Services* tab. From there, select *Blue Cross Well-Being* under *Quick Links*. First-time visitors will need to enroll. If you're logging in using our mobile app, select *Programs & Services* then *Health Care & Well-Being*. Scroll down to *Blue Cross Well-Being*.
2. Select the *Programs* tab.
3. Select *Tobacco Cessation Coaching – break a nicotine habit*.
4. Select *Start Now* for live support in your journey to becoming tobacco and vape free.

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



Why seasonal eating is beneficial for your health and the economy

Seasonal eating is simply eating produce recently harvested by the farmers in your local community. Although seasonal eating takes more planning, understanding the benefits may encourage this healthy shift.

Seasonal produce has significant nutritional benefits

According to the American Heart Association, eating seasonal produce directly from the farm or garden it was harvested — and as close to harvest as possible — ensures you're getting the most nutrients from that food. Once fruit and vegetables are picked, the nutritional content begins to decline. The time between harvest and consumption is important to prevent the loss of vitamins and antioxidants.



For example, vitamin C, which is crucial for immune function and stress resilience, degrades during prolonged storage. Bell peppers are an excellent source of vitamin C and in season in Michigan July through October. When eaten during this window, bell peppers contain higher levels of vitamin C compared to when consumed out of season.

Eating seasonally supports your local economy and the planet

Eating seasonally means purchasing food locally, which helps support local farming communities. To get the freshest produce and other unique seasonal offerings, plan to shop at your local farmers market. This intentional choice can be a fun way to connect with local farmers, keep money circulating in your community and help generate local jobs.

Prioritizing local produce is also more sustainable. Grocery stores transport food by truck, boat or plane to keep out-of-season produce stocked all year. These transportation methods require gas and oil, creating large amounts of carbon dioxide that contribute to the greenhouse gases responsible for climate change. Buying locally potentially reduces emissions, helping the earth in the process.

Seasonal eating can be more cost-effective

Thanks to the concept of supply and demand, buying in-season produce is often cheaper because local farmers are harvesting large amounts of the same crops. When an abundance of produce is available, grocery stores often lower the price or put items on sale to encourage buying, keeping costs down.

Helpful resources for your seasonal eating journey

Seasonal eating positively impacts your health and well-being, encourages community engagement and benefits your budget. If you're new to this way of eating, seasonalfoodguide.org is a great place to find what's in season near you.

With Seasonal Food Guide's database, you'll learn seasonal produce cycles and facts about each fruit and vegetable, including how to know when your produce is ripe, what taste, texture and aroma to expect and clear details around shelf life and storage.

Once your fridge is stocked with fresh, seasonal produce, check out the Recipes page on ahealthiermichigan.org for meal inspiration and cooking tips.

For Your Benefit

State of Michigan Non-Medicare,
Medicare Supplemental and State Health Plan
Medicare Advantage PPO Retirees

MC L04A — Newsletter return only
Blue Cross Blue Shield of Michigan
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Detroit, Michigan 48226-2998

How to reach us

For benefit information or claim inquiries, call or write the Blue Cross Customer Service Center.

To call

1-800-843-4876

TTY users should call 711.

Non-Medicare and Medicare Supplemental retiree Customer Service is available Monday through Friday from 7 a.m. to 7 p.m. Eastern time, excluding holidays.

State Health Plan MA PPO Customer Service is available Monday through Friday from 8:30 a.m. to 5 p.m. Eastern time, excluding holidays.

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Medicare Plus BlueSM is a PPO plan with a Medicare contract.
Enrollment in Medicare Plus Blue depends on contract renewal.