

Blue Cross Well-BeingSM

Kick the habit, personalized to you

Tobacco Coaching program FOR HEALTHY *BLUE* LIVING

Tobacco Coaching is available to you through Blue Cross Well-BeingSM, your new well-being experience included with your plan. We worked with Personify HealthTM to offer you a more flexible coaching program to help you meet your to-dos for enhanced benefits.

This Mayo Clinic-modeled program pairs you with an experienced coach who offers support personalized to your specific interests and needs. The same coach stays with you throughout your journey to quit tobacco. You can connect with your coach by phone or messaging using your Blue Cross Well-Being account.

In addition to coaching, you'll have access to:



Daily Cards to inspire positive behavior change by highlighting healthy actions that are easy to understand and do



Self-guided Journeys[®] that promote positive behavior change to empower healthy habit formation



Trackers to help you easily set goals, monitor progress and drive accountability



[Scan here to learn more.](#)

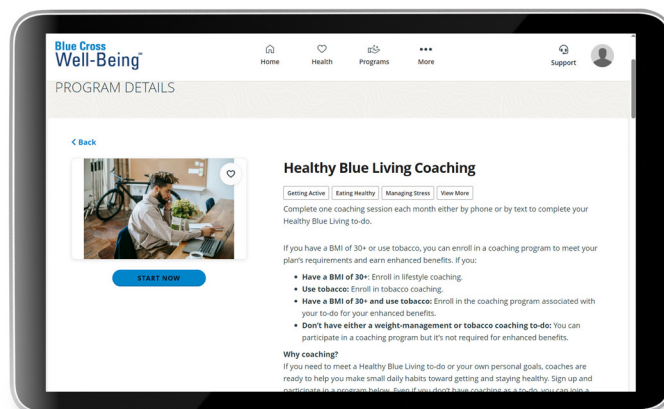
**READY
TO HELP**



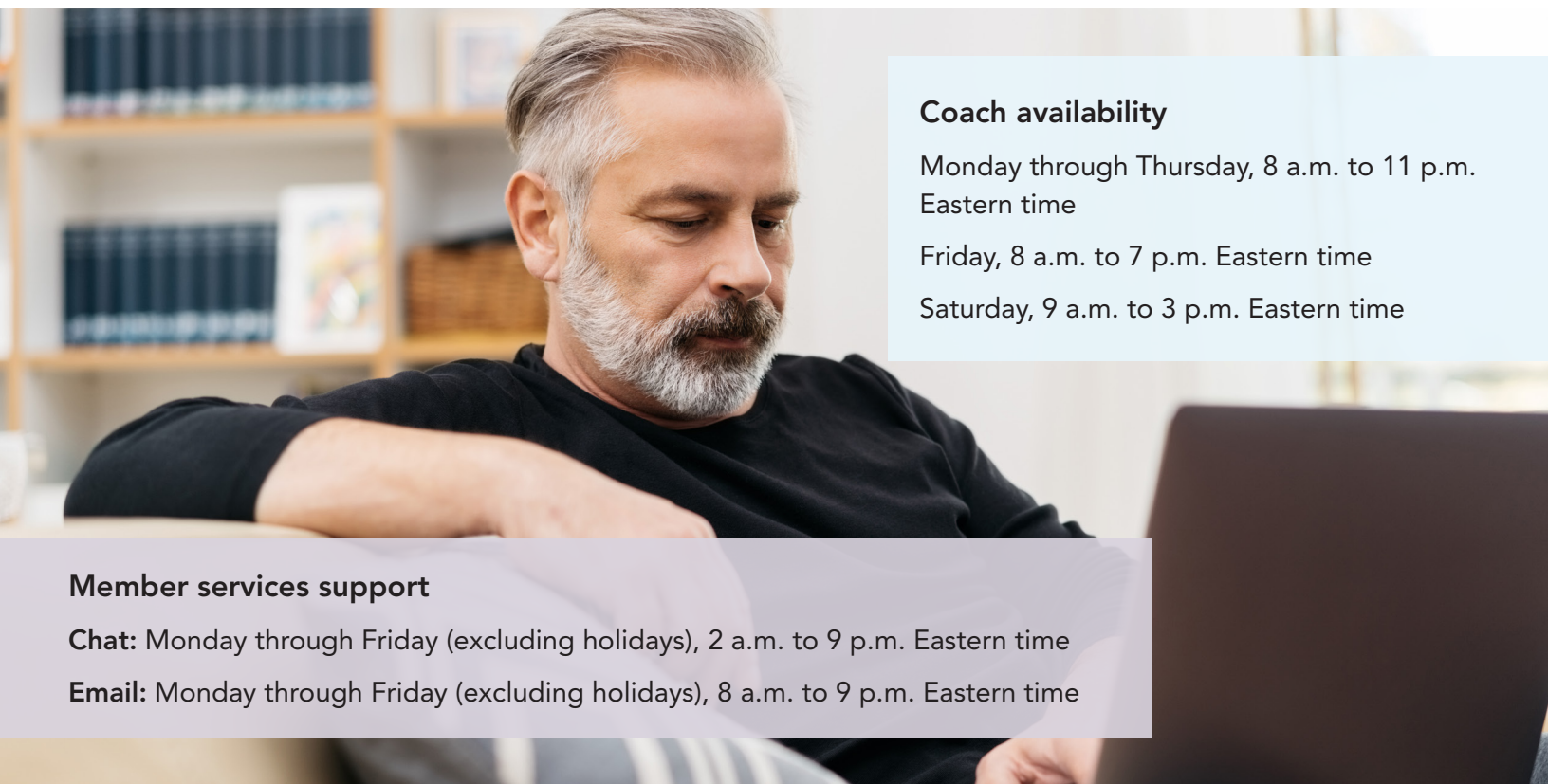
Get started today

To access your coaching program and schedule your first session, log in to your member account at bcbsm.com and:

1. Select *My Coverage* in the navigation menu.
2. Click *Medical* and then *To-do List*.
3. Click *Blue Cross Well-Being*. You'll be directed to the Blue Cross Well-Being home page. First-time visitors will need to enroll.
4. Click *Programs* in the navigation bar.
5. Click *Healthy Blue Living Coaching*.
6. Click the *Start Now* button to schedule your first session.



And that's it. You'll be ready to start your journey toward quitting tobacco.



Member services support

Chat: Monday through Friday (excluding holidays), 2 a.m. to 9 p.m. Eastern time

Email: Monday through Friday (excluding holidays), 8 a.m. to 9 p.m. Eastern time