

**READY
TO HELP**



Taking care of your employees just got easier.

Blue Cross Well-BeingSM

Expect more from our new digital well-being experience

To better support your employees on their well-being journeys, we're upgrading the Healthy *Blue Living*SM HMO plan to include our new **Blue Cross Well-BeingSM digital services**. As part of the upgrade, our weight management and tobacco coaching programs will transition from WebMD[®] to **Virgin Pulse[®]**.*

The plan isn't changing. It's the same plan with the same low premiums for you and the same enhanced benefits with low out-of-pocket costs for employees. Only now, employees will also have access to a more modernized digital well-being experience.

Tools to meet plan requirements and all kinds of health goals

Blue Cross Well-Being has the resources to drive better well-being outcomes for your workforce at no added cost to them or you. Integrated into Healthy *Blue Living*, Virgin Pulse's best-in-class, digital well-being experience is designed to help your employees take small, achievable steps toward improving their health — and earn lower out-of-pocket costs.

Features include:

Health assessment	An NCOA-certified health assessment that determines your employees' current health and risk areas. It provides actionable insights on ways to improve.
Digital health coaching Journeys[®]	NCOA-certified daily, self-guided courses on lifestyle and health-related topics, including mental health, nutrition and stress
Tobacco Coaching	Personalized support program to help your employees quit tobacco
Sleep Guide and Nutrition Guide	Interactive tracking tools, resources, tips and reminders offering guidance and a framework to adopt healthy nutritional and sleep habits
Triple Tracker	Flexible program that tracks any combination of these physical activities: 7,000 steps, 15-minute workout or 15 active minutes
Healthy habit trackers	Nearly 50 content channels that track small habits that have a big impact on health and well-being
Daily health and well-being tips	Personalized daily tip cards based on each employee's selected interests from almost 50 different well-being topics
Personalization engine	Automated content tailored to your employees' interests and health risks
My Care Checklist	Dynamic, personalized preventive and condition-specific care checklist for staying on top of checkups, vaccinations and more
Seamless integration across devices	Intuitive integration of Fitbit [®] , Apple Health, Google Fit [™] and other tools to our well-being platform to track activities such as steps and sleep

*Virgin Pulse is becoming Personify Health[™] on Jan. 1, 2025.



NEW
FOR 2025

Why Virgin Pulse? Virgin Pulse experience delivers results:

87%
OF USERS
say the program has
changed their lives



73%
OF USERS
have developed
positive daily habits



68%
OF USERS
had improved
clinical metrics



Blue Cross Well-Being: Simply a better overall experience

Personalized:

More targeted content based on employees' interests and health risks

Flexible:

More choices of health tracking devices and apps, program sessions and activities

Engaging:

Interactive digital features for motivating employees every step of the way

To learn more, contact your Blue Cross®
account manager or agent.



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

WebMD Health Services is an independent company supporting Blue Care Network by providing health and well-being services.

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