

**READY
TO HELP**



NEW
FOR 2025

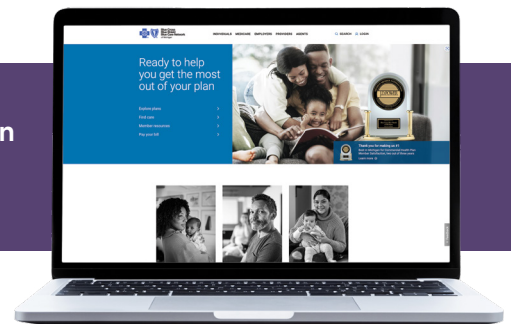
Blue Cross Well-BeingSM is getting an upgrade

Expect a new and improved well-being experience in 2025. The online well-being resources included with your health plan are transitioning to Personify Health™ from WebMD® to provide you with an innovative, more modern well-being experience. The new program is designed to help you make lasting changes toward a healthy lifestyle and is available to you and your covered family members 18 and older at no additional cost.

Blue Cross Well-Being is stacked with features to help you set achievable health goals and build healthy habits, including:

- An enhanced online experience that delivers personalized daily content based on your interests, health risks and demographics
- Seamless integration with more than 100 tracking devices and apps, including Apple Health and Google Fit
- A checklist to help you stay on top of recommended preventive health care based on your specific needs
- Self-guided well-being courses called Journeys® to help you build healthy habits that stick
- A detailed health assessment with more guidance for modifiable health risks
- A Mayo Clinic-modeled tobacco cessation program to help you stop smoking, vaping and using nicotine

The new well-being program will be available starting Jan. 1, 2025. Simply log in to your member account at bcbsm.com or our mobile app to get started.



WebMD Health Services is an independent company supporting Blue Cross Blue Shield of Michigan by providing health and well-being services.

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

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