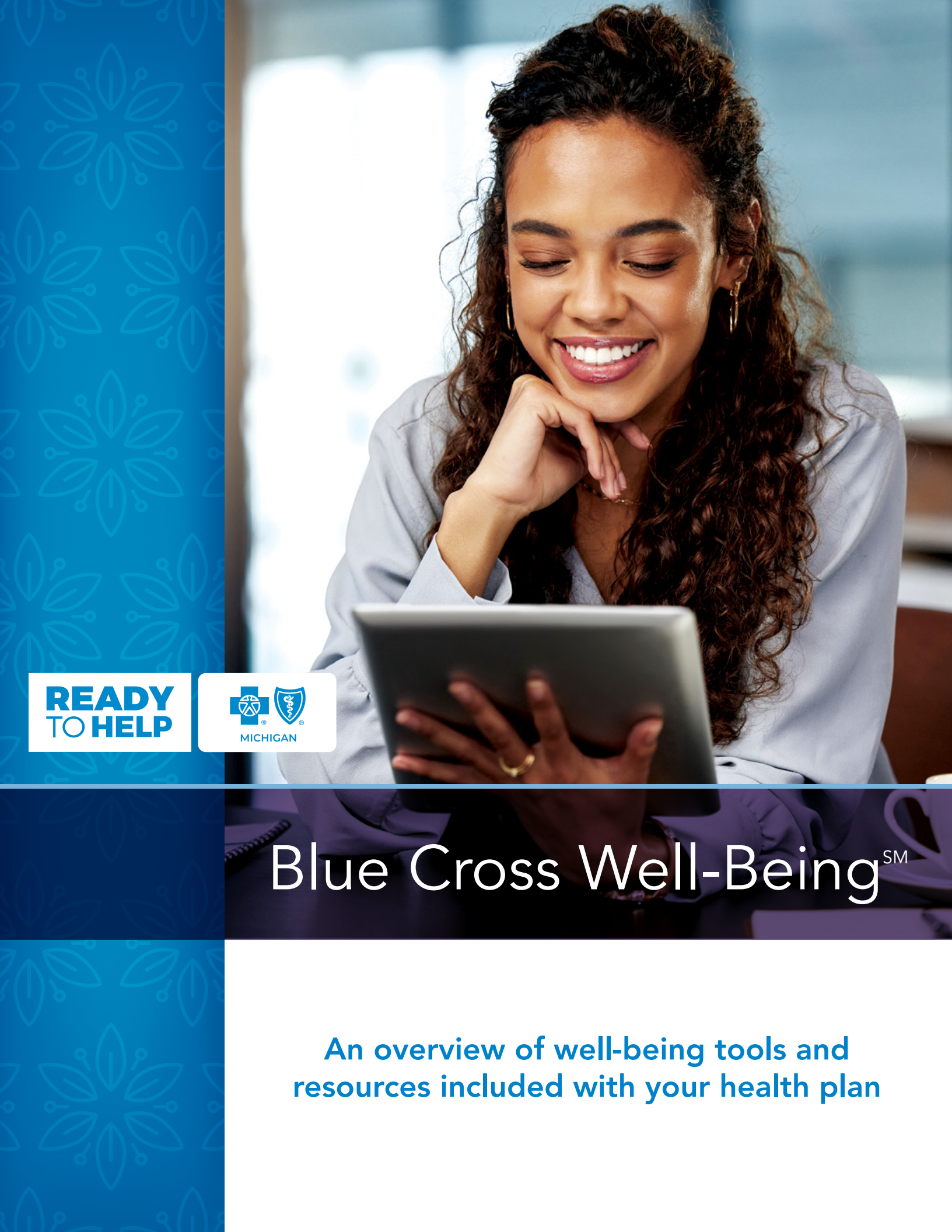


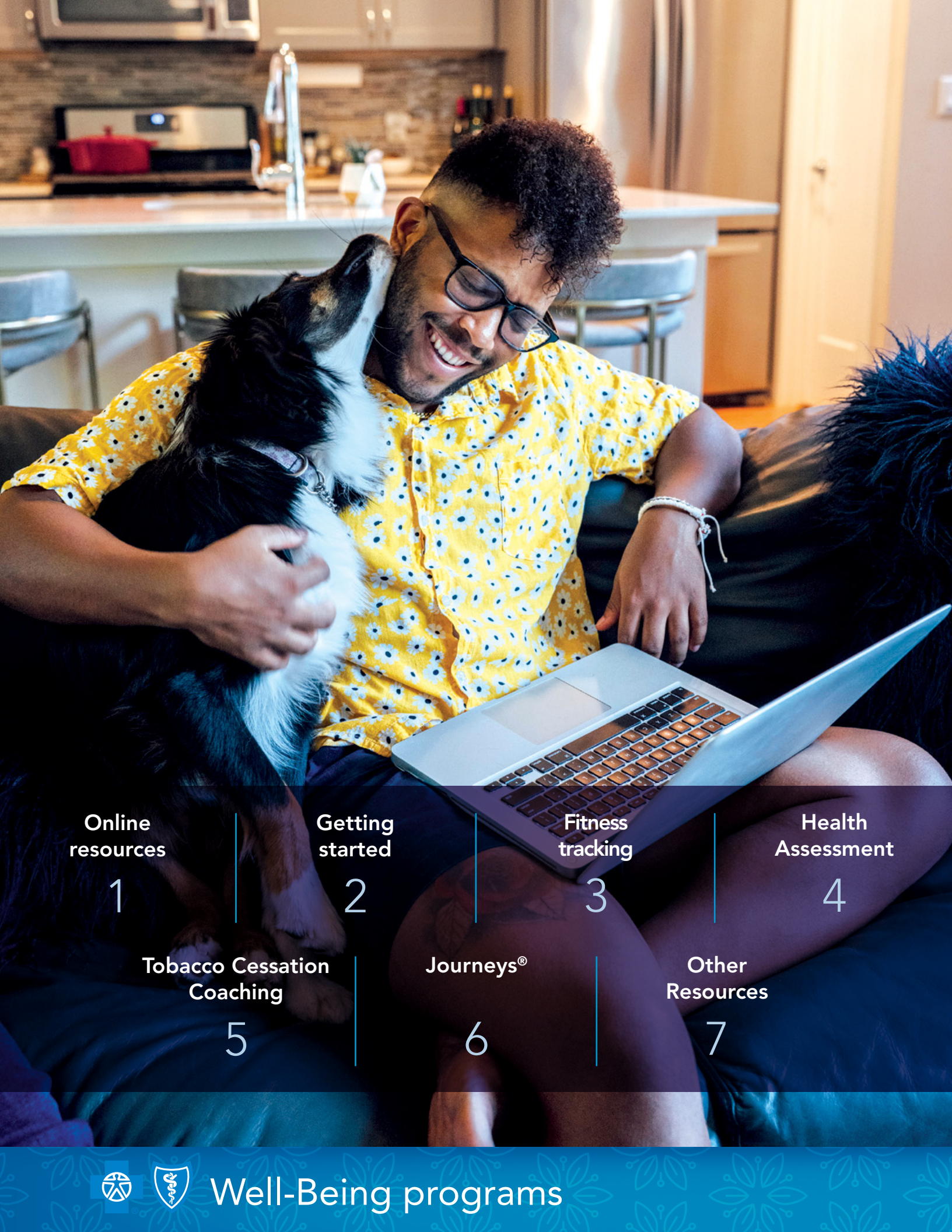
A woman with long, curly brown hair is smiling and looking down at a tablet computer. She is wearing a light blue button-down shirt. The background is a blurred office setting with windows. On the left side of the image, there is a blue vertical band with a repeating white floral pattern.

**READY
TO HELP**



Blue Cross Well-BeingSM

**An overview of well-being tools and
resources included with your health plan**



Online
resources

1

Getting
started

2

Fitness
tracking

3

Health
Assessment

4

Tobacco Cessation
Coaching

5

Journeys®

6

Other
Resources

7



Well-Being programs

As a valued member, you can take advantage of well-being resources to help improve your overall health. These tools are available to you and your eligible family members 18 and over at no added cost.

Online resources

Blue Cross Well-Being online resources can help you take simple steps to feel and live better. We work with Personify Health™ to offer you an enhanced well-being experience. Available resources include:

- **HEALTH ASSESSMENT**
Learn your strengths as well as areas for improvement and get personalized recommendations. See Page 4 for more information.
- **FITNESS TRACKING**
You can sync data from your fitness app or tracker to Blue Cross Well-Being. Seamlessly connect with more than 100 devices and apps including Apple Health, Fitbit, MyFitnessPal and Google Fit. See Page 3 for more information.
- **JOURNEYS®**
Over 60 lifestyle and health-related self-guided courses are available. See Page 6 for more information.
- **DAILY CARDS**
Every day we'll send you two new tips to help you live well. Plus, we'll make sure they're about the areas that interest you the most.
- **HEALTHY HABITS**
Get bite-size ways to build a healthy routine and improve your well-being. Your healthy habits will be customized based on your health assessment results and the interests you set in your profile.
- **MY CARE CHECKLIST**
This handy healthcare tracker assists you in managing your health by keeping track of well visits, screenings and vaccinations — all in one place.
- **NUTRITION GUIDE**
Choose what you'd like to work on, like cutting out sweets or portion control. Then get tips and recipes to help you achieve your goals.
- **SLEEP GUIDE**
What's your sleep like? Decide what you need to work on, like getting to bed earlier or quieting down. Then get information to help you rest.

Getting started

Download the Personify Health app

You can easily access Blue Cross Well-Being online resources anytime, anywhere on the Personify Health app. To download the app, search *Personify Health* in the App Store or Google Play and tap *Get* or *Install*. iPhone users, ensure your device is running iOS 16 or above. Android users, ensure your device is running Android 10 or above.

First-time visitors will need to enroll by completing the following:

- **Search for your organization**, *Blue Cross Blue Shield of Michigan and Blue Care Network*.
- **Tell us who you are.** Confirm your name and enrollment details.
- **Complete the legal and privacy policy.** Review and agree to the rules, data collection and privacy policy.
- **Create your account.** Add your email, make a password and provide some additional details to customize your experience.
- **You're all set.** Your account is ready.



Visit your member account

You can also access Blue Cross Well-Being online resources by logging in to your member account at bcbasm.com or in the Blue Cross Blue Shield of Michigan mobile app. Just log in, then select *Programs & Services*. Under *Quick Links*, select *Blue Cross Well-Being*. First-time visitors will need to follow the enrollment steps noted above.



Fitness tracking

You can seamlessly synchronize data from your fitness app or tracker to Blue Cross Well-Being.

Get started

To connect a device, log in to the Personify Health app. Then, select:

- The *More* tab
- *Devices & Apps*
- A device you would like to sync
- *Connect*

Be sure to sync your activity tracker at least every two weeks in the app to keep your progress up to date.

You can also connect a device by logging in to your member account at bcb.sm or in our mobile app. Just log in, then select *Programs & Services*. Under *Quick Links*, select *Blue Cross Well-Being*. Then follow the steps noted above.



Health assessment

Take this confidential survey to get a picture of your current health and your health risks. You'll learn your strengths as well as areas for improvement and get personalized recommendations to help you tackle your well-being goals.

- **It's fast.** Mobile-friendly and interactive, it takes about 15 minutes to complete.
- **It's effective.** It asks a variety of basic questions about your diet, exercise, sleep, medical history and lifestyle factors to give you a holistic view of your current health and a personalized plan for better health.
- **It's personal.** After you complete your health assessment, you'll receive everything you need to help you improve your health:
 - A health score based on an analysis of your modifiable health risks
 - A list of your risk areas
 - Information about steps you can take to improve your health

Before you start, gather this information:

- Blood pressure
- Total cholesterol
- High-density lipoprotein
- HDL, cholesterol
- Low-density lipoprotein
- LDL, cholesterol

You can take the health assessment even if you don't have this information. However, you'll receive more in-depth results if you provide this information.

How to get started

1. Log in to the Personify Health app.
2. Select the *Health* tab and then *Surveys*.
3. Take the health assessment survey and gain a clear snapshot of your health.

You can also access the health assessment by logging in to your member account at bcbsm.com or in our mobile app. Just log in, then select *Programs & Services*. Under *Quick Links*, select *Blue Cross Well-Being* and then follow Steps 2 and 3 above.



Tobacco Cessation Coaching program

If you're ready to stop smoking, vaping or using nicotine, this program may be right for you.

The 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. You can connect with your coach by phone, app or email.

How to get started

1. Log in to the Personify Health app.
2. Select the *Programs* tab.
3. Select the *Tobacco Cessation Coaching – break a nicotine habit*.
4. Select *Start Now* to schedule your first appointment with a health coach.

You can also access this coaching by logging in to your member account at bcbsm.com or in our mobile app. Just log in, then select *Programs & Services*. Under *Quick Links*, select *Blue Cross Well-Being* and follow Steps 2 through 4 above.

Coach availability

- Monday through Thursday from 8 a.m. to 11 p.m. Eastern time
- Friday from 8 a.m. to 7 p.m. Eastern time
- Saturday from 9 a.m. to 3 p.m. Eastern time

Member services support

- **Chat:** Monday through Friday (excluding holidays) from 2 a.m. to 9 p.m. Eastern time
- **Email:** Monday through Friday (excluding holidays) from 8 a.m. to 9 p.m. Eastern time





Journeys[®]

Whether you're looking to improve your eating habits, move more, sleep better or manage a health condition, these self-guided well-being courses can help. Over 60 lifestyle and health-related Journeys are available.

How to get started

1. Log in to the Personify Health app.
2. Select the *Health* tab and then *Journeys*. Find the Journey that's right for you. If you would like to view all the available Journeys in a topic, click *View All*.
3. Select the Journey you would like to learn more about. Select *Start* to begin your Journey.

You can also access this feature by logging in to your member account at bcbsm.com or in our mobile app. Just log in, then select *Programs & Services*. Under *Quick Links*, select *Blue Cross Well-Being* and complete Steps 2 and 3 above.



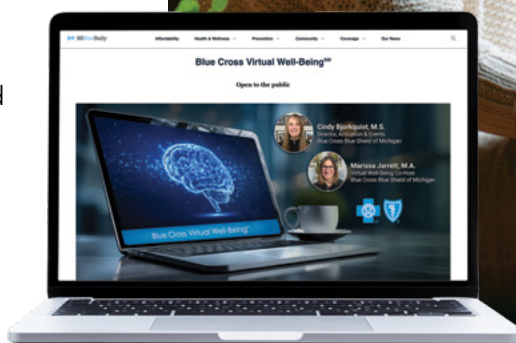
Other resources

Blue Cross Virtual Well-BeingSM

Join us for science-based webinars with interactive discussions, downloadable handouts and Q&A on a new well-being topic each week. Plus, unwind with guided meditations that help you pause, breathe and reset using different mindfulness styles.

- **Webinars:** Live Thursdays at noon Eastern time (30 minutes)
- **Guided meditations:** Live Wednesdays at noon Eastern time (two to 20 minutes)

Visit bluecrossvirtualwellbeing.com to register or watch on demand. All webinars and meditations are free and open to the public.



Engagement Center

The answers you need are a phone call away. Our knowledgeable Engagement Center assistants can answer your questions about the well-being programs available to you.

Engagement Center assistants can also:

- Help you find network doctors and hospitals
- Answer questions about well-being program incentive requirements (for eligible participants)
- Give you information about program discounts
- Assist with online well-being resources
- Direct you to a registered nurse for health information and symptom management, when necessary (for eligible participants)

Call 1-800-775-BLUE (2583)

**Monday through Friday from
8 a.m. to 5 p.m. Eastern time**

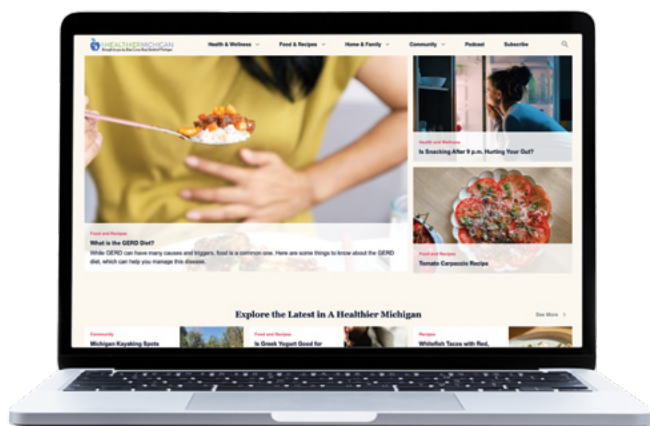
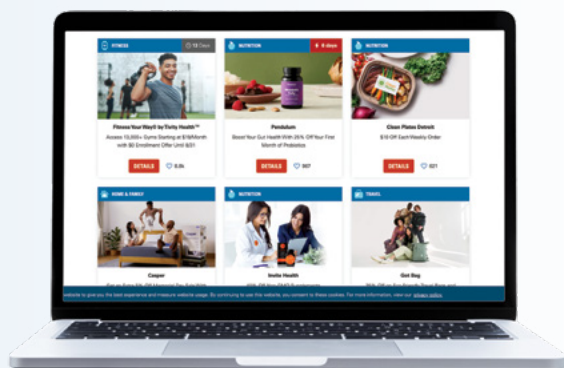
All calls are toll-free and strictly confidential.





Blue365®

Our member discount program gives you exclusive deals on health-related products and services, such as fitness gear, gym memberships, travel and personal care products. Log in to your member account to see available discounts.



AHealthierMichigan.org

This blog site shares information on everything from good mental health to smoothie recipes and workout hacks. Visit ahealthiermichigan.org to explore.



24-Hour Nurse Line

Our 24-Hour Nurse Line gives you access to registered nurses who are ready to answer your healthcare questions 24 hours a day, seven days a week.

You can talk to a nurse about:

- Symptom management
- Health information
- Audio health library

How to get started

Blue Cross members:

Call **1-844-811-8460**.

Blue Care Network members:

Call **1-855-624-5214**.



Stay connected to improved well-being.

- Download the Personify Health app and register for Blue Cross Well-Being.
- Take the health assessment to get a personalized plan to help you meet your health goals.
- Try a Journey to help improve your overall well-being.
- Watch the Blue Cross Virtual Well-Being member webinars every Thursday at noon Eastern time.



**Blue Cross
Blue Shield
Blue Care Network**
of Michigan

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Google Play is a trademark of Google LLC.

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.

Blue365 is brought to you by the Blue Cross and Blue Shield Association. Value-added items and services are not a part of your insurance benefits. For complete terms and conditions, see blue365deals.com/terms-use.

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