

**READY  
TO HELP**



# Blue Cross Well-Being<sup>SM</sup>

*Kick the habit, personalized to you*

## Tobacco Cessation Coaching program

Your health plan includes a program to help you stop smoking, vaping or using nicotine. We work with Personify Health™ to offer this resource to you and your eligible family members 18 and over at no added cost.

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

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

## Get started today

### To enroll:

1. Log in to your member account at [bcbsm.com](https://bcbsm.com) or our mobile app. Then select *Wellness* under the *Programs & Services* tab. Scroll down to *Blue Cross Well-Being* and select *Go to Blue Cross Well-Being*. First-time visitors will need to enroll.
2. Select the *Programs* tab.
3. Select the *Tobacco Cessation Coaching Program – Get Support: Break a Nicotine Habit*.
4. Select *Start Now* for live support in your journey to becoming tobacco free.

### Coach availability

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

### 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



*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.*