

**READY
TO HELP**



Blue Cross Well-BeingSM

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 HealthTM to offer this resource at no added cost.

This 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 or in-app messaging.

Your coach will help you:



Identify tobacco triggers and coping strategies



Set a quit date



Prepare an individualized cessation plan



Prevent relapses and more

In addition to coaching, you'll have access to daily tips to help you live well, self-guided well-being courses to help you build healthy habits that stick, and trackers to help you easily set goals and monitor progress.

Get started today

Requirements

The program is available to members 18 and older who want to quit smoking, vaping or using nicotine.

Duration

There's no set length of time you're required to participate. However, the program typically lasts six months. On average, a participant connects with their coach once per month by phone or in-app messaging. Quit on your own terms and timeline with the support of your coach.

How to enroll:

1. Log in to your member account at bcbsm.com or our mobile app. From bcbsm.com, click the *Programs & Services* tab. Then select *Blue Cross Well-Being* under *Quick Links*. From the app, select *Programs & Services*. Then select *Health Care & Well-Being*. Scroll down to *Blue Cross Well-Being*. First-time visitors will need to enroll.
2. From the Blue Cross Well-Being homepage, select the *Programs* tab.
3. Select the *Tobacco Cessation Coaching – break a nicotine habit*.
4. Select *Start Now* to set up your first coaching appointment.

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.