

**READY
TO HELP**



Improved well-being tailored to YOU



NEW
FOR 2025

Blue Cross Well-BeingSM

Expect more from Healthy Blue Living's well-being programs.

Starting Jan. 1, 2025, the well-being programs included with the Healthy Blue Living plan are transitioning to Personify Health™ from WebMD® to offer you an innovative, best-in-class well-being experience.

We're ready to help you earn enhanced benefits by taking small achievable steps toward improving your health with:



An enhanced virtual experience that delivers personalized daily content based on your health and interests



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



A detailed health assessment with more guidance for modifiable health risks



Self-guided well-being Journeys® to help you build healthy habits that stick

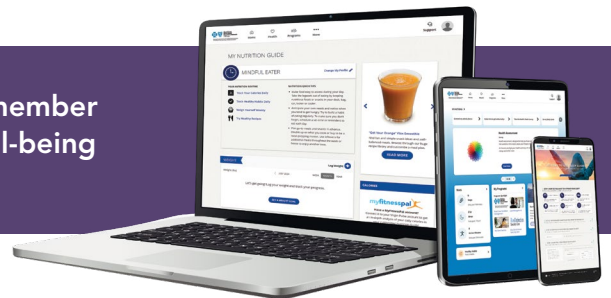


Mayo Clinic-modeled coaching programs to help you lose weight or quit tobacco



A flexible weight-management program that tracks any combination of these physical activities: 7,000 steps, 15-minute workout or 15 active minutes

On Jan. 1, 2025, simply log in to your member account at bcbsm.com to start your well-being journey.



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 Care Network. Blue Care Network is a nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association.