



**READY
TO HELP**



Well-Being Solutions

Improving how healthy happens

**An overview of well-being resources
available with your health plan.**

Our well-being solutions include the resources your employees and their covered family members need to improve their health and build healthy habits that stick.

Discover everything that is available for your workforce.

Base program

These fundamental well-being features are included with every Blue Cross Blue Shield of Michigan and Blue Care Network health plan at no added cost.

Blue Cross Well-BeingSM

Our online well-being platform is better than ever before. We work with Personify HealthTM to deliver a comprehensive well-being experience proven to increase engagement and reduce health care costs by empowering members to make better decisions about their health and act on them.

Our new well-being experience helps members take a proactive approach to maintaining their personal well-being by sending them reminders to take steps to improve their health. Available resources include:

- **An enhanced platform** that delivers personalized daily content based on members' interests, health risks and demographics
- **Seamless integration** with more than 100 fitness tracking devices and apps, such as Apple Health and Google Fit
- **A checklist** to help members stay on top of recommended preventive health care based on their specific needs
- **A detailed health assessment** with more guidance for modifiable health risks
- **Self-guided well-being courses** called Journeys[®] that help members build healthy habits that stick
- **A tobacco cessation coaching program** that supports members trying to stop smoking, vaping and using nicotine
- **Daily tip cards** that provide well-being advice on how to live well
- **Healthy Habit Trackers** that offer members bite-sized ways to build healthy routines and improve overall well-being
- **Sleep and Nutrition Guides** to help members rest well and eat healthier



More well-being resources

Members also have these helpful tools to support their well-being journey.

- **Blue365[®]** offers discounts on health-related products and services, such as travel discounts, gym memberships and personal care items.
- **Blue Cross Virtual Well-BeingSM** provides weekly live and on-demand, science-based well-being webinars and guided meditations.
- **A Healthier Michigan** blog shares well-being information including tips for good mental health, smoothie recipes and workout hacks.
- **Engagement Center** specialists help members understand and enroll in well-being programs.



Well-Being Solutions

Buy-up options¹

Blue Cross Well-Being gives you the basic building blocks to improve your employees' well-being but consider enhancing your program with one of our buy-up packages.

Well-Being Plus Rewards

For groups interested in a customized experience that motivates your employees to improve their health, this game-changing rewards and incentives program may be right for you. This program allows you to choose one of five best-practice reward designs, individual client-level branding and the ability to deploy custom surveys.

Custom Well-Being

For groups interested in a fully customizable well-being platform with a variable program design and rewards structure, this program may be right for you. Features include:

- The industry's most flexible incentive engine
- On-demand self-service reporting dashboards around the clock
- Enhanced offerings to boost employee motivation, corporate brand and organizational culture
- Items not in our base or Well-Being Plus Rewards programs, such as an expansive library of video and audio recordings, social platforms, healthy challenges and an event calendar

Add-ons

Take your workplace well-being program to the next level by coupling our buy-up options with a well-being add-on.

Physician Health Screenings	Helps members build relationships with their primary care doctors and identify health issues early by encouraging annual checkups and completing a <i>Physician Qualification Form</i> .
Blue Cross Well-Being Access SM	Integrated option for employers who offer multiple health plans but want to offer employees one health assessment and well-being website. ²
Biometric Screenings	Full-service concierge for clinical screenings and vaccinations on-site at business locations, remote access and in homes for members' convenience.
Fitness device subsidy	Subsidize fitness devices in full or part for your employees.
Workplace Health Coach	Provides an onsite health coach to help improve engagement, build a culture of health and maximize your health and well-being resources.

Except for Blue Cross Well-Being AccessSM, add-ons are only available with buy-up options.

²This can also be purchased as a stand-alone program.

Healthy Blue LivingSM HMO

This wellness incentive health plan focuses on healthy lifestyles and encourages members to take charge of their well-being. Members complete plan requirements that help them better understand their current health and earn benefits with lower out-of-pocket costs.¹

¹Buy-up and add-on programs are available to self-funded PPO groups only.



Improving how healthy happens



When your employees thrive, your culture and organization will too.

In today's fast-paced world, the health and well-being of your employees is more important than ever. A robust well-being program can lead to improved employee health, increased productivity and a more positive workplace culture.

Speak with your Blue Cross sales representative, account manager or agent to determine the best well-being options for your company.



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.

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