BlueHealthConnection® for BCN

BlueHealthConnection is an umbrella of programs designed to help members stay healthy, get better or improve their quality of life while living with a chronic illness. Our programs provide a wealth of information, tools and assistance to help chart the course towards a healthier lifestyle.

Chronic Condition Management
Members receive a welcome kit upon enrollment and get a newsletter twice a year. Some programs offer additional resources such as referrals to health education and case management. Every program will help members better manage their condition and offer the resources and support essential to taking charge of their health. We have programs for conditions such as asthma (adult and child), chronic obstructive pulmonary disease, depression, diabetes, kidney health, heart disease and heart failure. To learn more about these programs, call our Chronic Condition Management department at 1-800-392-4247 between 8:30 a.m. and 5 p.m. Monday through Friday, excluding holidays or visit bcbsm.com/bcnccmreferral to request a call from one of our nurses.

Health Education
Members can call our BlueHealthConnection message line at 1-800-637-2972 24 hours a day, seven days a week to request health information or ask a question. We offer free self-help books on a variety of topics such as:

- Healthy approaches to menopause
- Quitting smoking for life
- Feeding your baby from birth to age 2
- Taking control of your cholesterol
- High blood pressure
- Stress management
- Hope and help for depression
- Good nutrition for growing children ages 2 to 18
- Taking control of your weight
- Eating and exercising for better health

Lifestyles
Lifestyles for COPD
Lifestyles for Diabetes
Lifestyles for heart disease

Emotional eating can sidetrack your diet — and your diabetes. This program gives you real-life tips to help build a positive relationship with food. To access this program:

> Visit your plan’s website.
> Log in as a member.
> Click on the Health & Wellness tab.
> Click BlueHealthConnection®.
> Click My Digital Health Coaching and then click Overcoming Binge Eating.
Savings and Support

We offer an array of programs designed to enhance members’ health through interactive tools, local area discounts, help with smoking cessation and more.

Healthy Blue Xtras℠

Enjoy exclusive savings on healthy products and services from groceries to fitness gear and travel from companies across the great state of Michigan. For members, Healthy Blue Xtras makes it easy to get the balanced lifestyle you deserve. Take advantage of these offers and more — log in or register as a member at bcbsm.com today.

Blue365®

Blue365 offers big savings and discounts on weight loss programs, gym memberships, travel, sporting goods, magazines, vitamins, medicine and family care. To access these and other discounts, log in or register as a member at bcbsm.com.

Quit the Nic

The Blues’ tobacco cessation program can help you acquire self-management behaviors and coping skills over a 12-month intervention period.

What we offer:

• One-on-one counseling with a registered nurse
• Action plan
• Educational materials

To enroll, call 1-800-811-1764, Monday through Saturday 9 a.m. to 9 p.m.

Member communications

Members receive wellness and plan information that can help them make the most of their coverage.

What we send:

• Customized member handbook
• Good Health magazine, mailed twice a year, with the latest health and benefit news for members
• Exam and screening reminders

Tools on bcbsm.com

When members register and log in at bcbsm.com, they can:

• Take a health assessment
• Sign up for an online health coach
• Access personal health quizzes, tools, tracking logs and calculators
• Play exercise videos and podcasts
• Read electronic newsletters
• Browse recipes

Connect with us online:

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bcbsm.com/news
ahhealthiermichigan.org