If your body mass index is 30 or more, you have two options: Weight Watchers® — Page 1
Steps walking program, powered by WebMD® — Page 4

Meeting your Healthy Blue Living weight-management requirement
Two options to reach a healthy weight

You’re receiving this booklet because your Blue Care Network Qualification Form shows that your body mass index is 30 or more. To earn the enhanced level with lower out-of-pocket costs, sign up for Weight Watchers® or the Steps walking program, powered by WebMD®, within the first 120 days of your plan year.

We’ll cover the cost of one program for as long as you participate, although some restrictions apply. From the date you enroll, you’ll need to participate until we receive an updated qualification form showing your BMI is below 30. Make sure you don’t stop participating at any time because you may drop to the standard level; this includes next plan year, too, as long as you’re still a Healthy Blue Living member.

If you choose not to participate or you don’t meet the program requirements, everyone on your contract will be placed at the standard level for the rest of your plan year. You’ll have the same great Healthy Blue Living plan, but with higher out-of-pocket costs.

Being on time can save you money

Many members drop to the standard level because they don’t complete requirements on time. Confirm you’re enrolled by:

- Logging in to your account at bcbsm.com. Click My Coverage, then To-do List.
- Or calling the Customer Service number on the back of your Blue Care Network member ID card.

Blue Care Network is committed to helping you achieve your best health status. Rewards for participating in our wellness program, Healthy Blue Living, are available to all contract holders who meet all qualification requirements. If you think you might be unable to meet a standard or requirement for a reward under this wellness program, you might qualify for an opportunity to earn the same reward by different means. You can work with your BCN primary care physician to find an alternative that’s right for you in light of your health status.

Consult with your Blue Care Network primary care physician before starting any regular exercise or weight-management program.

WebMD Health Services is an independent company supporting Blue Care Network by providing health and wellness services.

Weight Watchers is an independent company that provides weight-management services to Blue Care Network members.
Option 1: Weight Watchers

For more than 40 years, Weight Watchers has helped millions of people around the world lose weight. Blue Care Network offers this program to BCN contract holders who have a body mass index of 30 or more to help them become healthier and work toward earning the enhanced level.

To be at the enhanced level, what do I need to do to meet the Weight Watchers requirement?
Attend 11 of 13 weekly meetings per session. Participate until we have an updated qualification form from your doctor showing your BMI dropped below 30.

Do I need to re-enroll if I want to participate in Weight Watchers again?
No. If your qualification form still shows you have a BMI of 30 or more, you can continue in Weight Watchers without re-selecting it; we’ll automatically re-enroll you. This only applies if you participated in Weight Watchers for the whole benefit year and met the requirements. We’ll start the re-enrollment process as soon as we receive your new qualification form.

Blue Care Network won’t reimburse you if you attend before you’re re-enrolled.

How do I enroll in Weight Watchers?
There are two Weight Watchers groups. The home or work ZIP code you provide determines which one you’ll join. Enrollment options vary slightly based on the Weight Watchers group, but both offer telephone registration.

To sign up online:
  1. Log in to your account at bcbsm.com.
  2. Click on the My Coverage tab.
  3. Click on To-do List.
  4. Click the weight management program link in the Health Measure Follow-up box.
  5. Select the button for Weight Watchers.
  6. Enter your preferred ZIP code.
  7. Click Submit.
  8. Your Healthy Blue Living code will appear on the screen, and you’ll have the option to register by calling a toll-free number or by visiting a website. For your records, write down your code.

Make sure you attend a meeting within one week of signing up.

You’ll receive confirmation within a few business days by email or through vouchers, depending on which Weight Watchers plan you’re with, which is based on the ZIP code you provide. If your Weight Watchers plan provides vouchers, which are documents to validate your sessions are prepaid by Blue Care Network, expect to receive them by U.S. mail in seven to 10 business days. Bring them to your first meeting. If the vouchers don’t arrive in the mail by the time you attend your first meeting, the meeting leader will still allow you to participate as long as they’re on order.
Option 1: Weight Watchers (continued)

To sign up by phone:
If you don’t have internet access, Customer Service will help you get the information you need to enroll. Call the Customer Service number on the back of your Blue Care Network member ID card. A representative will register you. You’ll receive confirmation by mail in three to five business days. If your Weight Watchers group uses vouchers, you’ll receive them by mail in seven to 10 business days.

Make sure you attend a meeting within one week of signing up.

How is attendance tracked?
You’re responsible for taking your Weight Watchers member booklet with you to each meeting and making sure the Weight Watchers staff accurately records your attendance. Weight Watchers sends your attendance report to Blue Care Network.

How do I re-enroll upon completing my first 13-week session?
There are two ways to re-enroll in your next session as long as you’ve attended 11 out of 13 weekly meetings per session:

Method 1
• Weight Watchers staff will validate your participation and help you re-enroll.
• Weight Watchers will direct you to your account at bcbsm.com for your HBL code. If you don’t have internet access, call the Customer Service number on the back of your BCN member ID card to obtain your HBL code.
• Call Weight Watchers toll-free and provide your HBL code to enroll in the next 13-week session.
• If your Weight Watchers plan provides vouchers, expect to receive them by mail in seven to 10 business days.

Method 2
• Your Weight Watchers staff will confirm if you’re eligible for re-enrollment and will automatically enroll you or ask if you’d like to enroll in the next 13-week session.

What happens if I don’t attend 11 out of 13 meetings?
If you’re unable to meet the attendance requirement for the Weight Watchers program, you and everyone else on your contract will drop to the standard level. You’ll have the same great Healthy Blue Living plan, but with higher out-of-pocket costs.

Before your sign-up deadline, check that your account at bcbsm.com shows you’ve enrolled in Weight Watchers. Or check by calling the Customer Service number on the back of your BCN member ID card.
You’ll have the option of continuing Weight Watchers by paying the membership fee at the discount rate. This is available by logging in to your account at bcbsm.com and then clicking Member Discounts with Blue365® on the right side of the page. At the start of your next plan year, if your updated qualification form shows your body mass index is still 30 or more, you’ll be able to enroll in one of our weight-management program options.

How do I find the Weight Watchers location closest to me?
During your registration process, by phone or online, Weight Watchers will help you locate the meeting group closest to your home or work using the ZIP code you provide. Choose the location that works best for your schedule.

What if I’m traveling and can’t attend my weekly meeting?
There are Weight Watchers locations all across the country. To find a meeting place on a different day or near your travel destination, go to weightwatchers.com*, check with your meeting staff or call Weight Watchers.

What if I’m already enrolled in Weight Watchers?
Continue attending your regular meetings. We’ll pick up the tab starting on the date you officially sign up for Weight Watchers through your account at bcbsm.com or our Customer Service department. We won’t reimburse you for sessions attended before joining our program.

What if I need to pick a different meeting location?
Call Weight Watchers or visit weightwatchers.com*.

Do I have an alternative to Weight Watchers?
Yes. The Steps walking program, powered by WebMD, is available if you have internet access and can commit to walking an average of 5,000 daily steps for each three-month period. See Option 2 in this guide.

Can I attend Weight Watchers online?
No, Weight Watchers online isn’t available for Healthy Blue Living members.

Weight Watchers International syncs up with top activity monitors
Weight Watchers International is giving its members more resources to reach their health goals. Its app syncs with Fitbit®, Jawbone® and other devices that track activity.

Note: All Weight Watchers groups in Michigan aren’t part of Weight Watchers International. Check your group’s affiliation.

*Blue Care Network does not control this website or endorse its general content.
Option 2: Steps walking program, powered by WebMD

The Steps walking program is an easy and convenient way for you to track the number of steps you take each day. It features a Fitbit Zip® Wireless Activity Tracker. Blue Care Network covers the cost of the Zip device as long as you sign up for the program and order the device through your account at bcbsm.com or Customer Service. Several other Fitbit devices are available to purchase at a discounted price. The Steps program is only compatible with Fitbit devices. Other tracking devices will not work with this program.

Sync the activity tracker with your smartphone, tablet or personal computer to track your steps.

To be at the enhanced level, what do I need to do to meet the Steps walking program requirement?

- Achieve an average of 5,000 steps per day for each three-month period from when you start the program.
- Wear the Fitbit activity tracker. Sync your steps data wirelessly with the Fitbit app and in the Blue Cross® Health & Wellness site, powered by WebMD. To get to the site, log in to your account at bcbsm.com and then click on the Health & Wellness tab at the top of the page.
- Participate until we have an updated qualification form from your doctor showing your body mass index is below 30. You can track your activity anytime by logging in as a member at bcbsm.com and clicking the Health & Wellness tab.

Do I need to re-enroll if I want to participate in the Steps program again?

No. If your updated qualification form shows you have a BMI of 30 or more, you can continue in the Steps program without re-selecting it; we’ll automatically re-enroll you. This only applies if you participated in the Steps program for the whole benefit year and met the requirements. We’ll start the re-enrollment process as soon as we receive your updated qualification form.

You won’t receive a new Fitbit device. You’ll need to use the same device as your previous plan year. However, if your Fitbit device is lost or damaged, call the Customer Service number on the back of your BCN member ID card to see if you’re eligible for a replacement device.

Will all pedometers or activity trackers work with the Steps walking program?

No. You must use a Fitbit device for the Steps walking program. See the bottom of this page and the top of Page 5 to learn how to order your Fitbit activity tracker.

How do I get started with the Steps walking program?

1. Log in to your account at bcbsm.com.
2. Click on the My Coverage tab.
3. Click on To-do List.
4. Click the weight management program link in the Health Measure Follow-up box.
5. Select the Steps walking program. This will take you to the Blue Cross Health & Wellness site.

6. Click the Rewards tab at the top of the page.

7. Click Order Now in the Don’t miss a Step! box. Your promo code will be provided under the Order Now button. Write it down and save it.

8. You’ll be redirected to the Fitbit online store. Follow the instructions to select your Fitbit device and complete the order.

9. Once you complete your Fitbit order, you’ll receive an order confirmation by email. Keep this information for your records. Once your device has shipped, you’ll receive another email with your tracking number.

You’ll receive your Fitbit activity tracker by mail in five to seven business days. Instructions in the box will help you set it up on your mobile app or computer.

**Why do I need to sync my Fitbit device with the Blue Cross Health & Wellness site? And how do I sync it?**

Once you create a Fitbit account by following the instructions that came with the device, you must sync your Fitbit device with the Blue Cross Health & Wellness site. This is how we’ll be able to track your steps and see if you’re meeting the steps requirement. To sync your Fitbit account with the Blue Cross Health & Wellness site:

1. Set up and create a Fitbit account for your device by following the instructions that came with the device.

2. Once you’ve set up and registered your device, log in to your member account at bcbsm.com.

3. Click on the Health & Wellness tab to enter the Blue Cross Health & Wellness site.

4. Click on the Health Record tab.

5. Select Device and App Connection Center. The page will display all the devices and apps that can be synced with the site.

6. Scroll down the page and click Fitbit, then click on Connect Account and follow the instructions to sync your Fitbit.

7. After your accounts are linked, your steps will automatically upload to the Blue Cross Health & Wellness site.

8. To view the health measures you’re tracking on the Blue Cross Health & Wellness site, click on the Health Record tab and then select Health Trackers.

For help syncing your devices and apps, call the Customer Service number on the back of your Blue Care Network member ID card.
Will my computer, smartphone or tablet work with the Steps walking program?
The Fitbit Zip syncs automatically and wirelessly to tablets, computers, and more than 150 iOS, Android and Windows smartphones using Bluetooth 4.0 wireless technology. It syncs with:

- Windows Vista and later
- Mac OS X 10.6 and up
- iPhone 4S and later
- iPad 3 generation and later
- Leading Android and Windows devices

How is my participation tracked?
We check your number of steps every three months from the day you start the program. If your account shows that you’re averaging 5,000 steps every day, you’re meeting the weight-management requirement.

It’s your responsibility to make sure your steps are being properly synced to the Blue Cross Health & Wellness site. To learn how to sync your Fitbit account with the Blue Cross Health & Wellness site, see Page 5.

To earn or keep the enhanced level with lower out-of-pocket costs, you must participate until we have an updated qualification form from your doctor showing your body mass index is below 30.

How do I upload my steps data?
If you’re using your smartphone or tablet, open the Fitbit app periodically to allow your steps data to refresh. We recommend every night before you go to bed. If your Fitbit device is within 20 feet of your smartphone or tablet when the app is open, your device’s data will automatically sync to your WebMD Steps walking program tracker.

If you’re using the plugged-in dongle (provided with the Fitbit activity tracker for your computer’s USB port), your steps will automatically load when your computer is on and you’re within 20 feet of it.

As a reminder, you’ll need to create a Fitbit account and then sync it with the Blue Cross Health & Wellness site. For directions, see Page 5. Make sure your steps are properly uploading within one week of receiving your Fitbit device. To confirm that your steps are recording, log in to your account at bcbsm.com; click the Health & Wellness tab, then click the Health Record tab and select Health Trackers to view your steps.

How long does it take to set up my account and Fitbit activity tracker?
Allow 10 minutes to complete the registration process. After you receive your Fitbit activity tracker, allow 15 minutes to set up your device. Your Fitbit kit contains everything you need to register and activate your device.

How often should I wear my Fitbit activity tracker?
To average 5,000 steps each day, we recommend wearing your activity tracker every day from the time you wake up in the morning until you go to bed at night.
What happens if I don’t meet the 5,000 daily steps average during each three-month period?
At the end of each three-month period, if your daily average is below 5,000 steps, you and everyone else on your contract will drop to the standard level for the rest of your plan year. You’ll have the same great Healthy Blue Living plan, but with higher out-of-pocket costs.

At the start of your next plan year, if your updated qualification form shows your BMI is 30 or more, Blue Care Network will cover the cost for you to enroll in one of the two weight-management program options.

Who can answer technical questions about my Fitbit activity tracker?
Call Fitbit Participant Support at 1-844-534-8248, email CWsupport@fitbit.com or go to help.fitbit.com/cwsupport* for faster issue resolution if you have technical questions about:

- Your activity tracker not counting steps
- The screen doesn’t engage when tapped
- Inaccurate step count
- Activity tracker isn’t syncing to the Fitbit software
- Broken activity tracker

What if I’m traveling and can’t upload my Fitbit activity tracker data?
Connecting to the Steps walking program is easy when you use the Fitbit app on your mobile device and a Bluetooth wireless connection. Your steps will automatically load if your activity tracker is within 20 feet of your smartphone, tablet or computer. If you’re using a computer, make sure your dongle is plugged in to your computer’s USB port. If you’re using the app, make sure you open the app periodically to allow your steps to refresh.

What if I lose or damage my Fitbit activity tracker?
Call the Customer Service number on the back of your BCN member ID card to see if you’re eligible for a replacement device.

Do I have an alternative to the Steps walking program?
Yes. You can participate in Weight Watchers. See Option 1 at the beginning of this guide.

*Blue Care Network does not control this website or endorse its general content.
We speak your language
If you, or someone you’re helping, needs assistance, you have the right to get help and information in your language at no cost. To talk to an interpreter, call the Customer Service number on the back of your card.

Si usted, o alguien a quien usted está ayudando, necesita asistencia, tiene derecho a obtener ayuda e información en su idioma sin costo alguno. Para hablar con un intérprete, llame al número telefónico de Servicio al cliente, que aparece en la parte trasera de su tarjeta.

If you, or someone you're helping, needs assistance, you have the right to get help and information in your language at no cost. To talk to an interpreter, call the Customer Service number on the back of your card.

必要助詞またはお客様の身の回りの方で支援を必要とする方でご質問がございましたら、ご希望の言語でサポートを受けたり、情報を入手したりすることができます。料金はかかりません。通訳とお話しされる場合はお客様のカードの裏面に記載されたカスタマーサービスの電話番号までお電話ください。

Nếu quý vị, hay người mà quý vị đang giúp đỡ, cần trợ giúp, quý vị sẽ có quyền được giúp và có thể thông tin bằng ngôn ngữ của mình miễn phí. Để nói chuyện với một thông dịch viên, xin gọi số Dịch vụ Khách hàng ở mặt sau thẻ của quý vị.

언어로 지원받으려면, 또는 도와드리는 사람의 언어에서 지원을 받으시려면, 부담을 드리지 않고, 정해진 언어로 지원을 받으시려면, 고객 서비스 번호로 전화해주시십시오.

만약 귀하 또는 귀하가 돕고 있는 사람이 지원이 필요하다면, 귀하는 도움과 정보를 귀하의 언어로 비용 부담 없이 얻을 수 있는 권리가 있습니다. 통역사와 대화하려면 귀하의 카드 뒷면에 있는 고객 서비스 번호로 전화해십시오.

Se tu o qualcuno che stai aiutando avete bisogno di assistenza, hai il diritto di ottenere aiuto e informazioni nella tua lingua gratuitamente. Per parlare con un interprete, rivolgiti al Servizio Assistenza al numero indicato sul retro della tua scheda.