



## Subject line:

**Flu Shot Myth:** The flu isn't a big deal.

## Headline:

The flu is a big deal — get your flu shot today.

## Email copy:

Getting your flu shot is the best action you can take to protect yourself. As a Blue Cross Blue Shield of Michigan or Blue Care Network member, you can receive your flu shot at your doctor's office or a participating pharmacy.

**"Getting the flu isn't a big deal, so why get the shot?"**

If you have asthma, COPD, heart disease or diabetes, you're at a higher risk of life-threatening complications. Even healthy individuals can end up in the hospital due to the flu. The Centers for Disease Control and Prevention estimates 200,000 Americans are hospitalized each year due to flu-related complications.

Recovering from the flu can take up to two weeks, and more than just your health is affected. Between the cost of hospital and doctor visits and lost wages, the flu can take a toll on your wallet.

**Now that you know the facts, it's time to get your flu shot.**

Visit a participating pharmacy with your Blue Cross member ID card to get your flu shot today. While most pharmacies will accept your coverage, be sure to ask before you get your vaccine.

Make sure you write down the date and let your doctor know at your next appointment so he or she can keep your immunization record up to date — and you healthy.

You can also schedule an appointment with your primary care physician to get a flu shot. Your office visit copayment may apply.

**For Blue Cross members without BCBSM pharmacy coverage:** Visit [bcbsm.com/preventflu](https://bcbsm.com/preventflu) to see a list of immunizing pharmacies that provide vaccines under your medical coverage.

## Need to register for an online Blue Cross member account?

With an online Blue Cross member account, you can check your coverage, out-of-pocket balance, claims and more from your computer, smartphone or tablet. Luckily, there are several easy ways to register for your account.

Register your account in one of three ways:

- Visit [bcbsm.com/register](https://bcbsm.com/register)
- Get our app. Search **BCBSM** in the App Store or Google Play.
- Text "REGISTER" to **222764**.\*

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