

**READY
TO HELP**



Improved well-being tailored to YOU

Blue Cross Well-BeingSM

Expect more from your well-being program.

A new and improved well-being program is coming soon. Starting Jan. 1, 2025, the online well-being resources included with your health plan are transitioning to Personify Health™ from WebMD® to provide an innovative, best-in-class well-being experience. The program is available to you and your covered family members 18 and older at no added cost.

We're ready to help you build healthy habits to improve your overall health with:



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



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 based on your specific needs



A detailed health assessment with more guidance for modifiable health risks

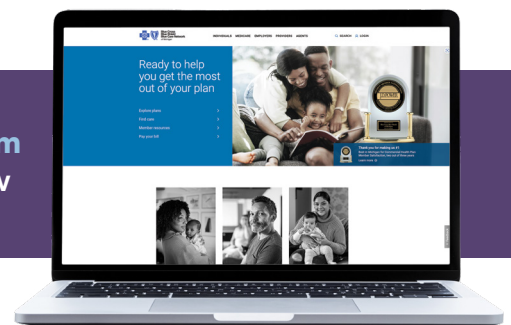


Self-guided well-being courses called Journeys® to help you build healthy habits that stick



A Mayo Clinic-modeled tobacco cessation program to help you stop smoking, vaping and using nicotine

On Jan. 1, 2025, simply log in to your member account at bcbsm.com or our mobile app to start your new 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 Cross Blue Shield of Michigan and Blue Care Network.

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.