



Healthy Blue LivingSM gets an upgrade: What you need to know

Coming in 2025:
Blue Cross
Well-BeingSM

For Healthy Blue LivingSM HMO members

On Jan. 1, 2025, we're upgrading your Healthy Blue LivingSM plan to include our new Blue Cross Well-BeingSM services. Our weight management and tobacco coaching programs will transition to Personify Health[™], formerly Virgin Pulse[®], as part of the upgrade.

You'll have the same great coverage with the same opportunity for lower out-of-pocket costs. But starting in January, you'll also have access to a modern and personalized digital well-being experience. The new experience will make tracking your to-dos easier and more convenient than before, while offering more digital programs and better support — all tailored to your interests and health risks.

Changes to your 2024 to-dos for a smooth transition

Since the transition to Personify Health occurs mid-way through your plan year, simply complete the health assessment and qualification form. That's all you need to do for 2024 to receive enhanced benefits with lower out-of-pocket costs.



- 1. Health assessment:** Log in to your member account at bcbsm.com to complete your health assessment. For instructions, visit bcbsm.com/hbl.
- 2. Qualification form:** Schedule an appointment with your doctor to have them complete your qualification form. Ask them to submit it to us electronically.



For a limited time, you'll have access to special BCN-sponsored programs. **Although not required, you can take advantage of these programs through the end of the year**, if your qualification form shows:

- Your BMI is 30 or higher:** WW or Steps walking program
 - You use tobacco:** Telephone-based Tobacco Coaching
- To select a program:
1. Log in to your account at bcbsm.com.
 2. Click *My Coverage* in the navigation menu.
 3. Click *Medical* from the drop-down menu.
 4. Click *To-do list*.
 5. Make your program selection.

Jan. 1, 2025: Keep up your momentum. Be sure to sign up in January for Blue Cross Well-Being to begin exploring your new personalized digital experience. Look for details to come later this year about how to register for Blue Cross Well-Being using your member account.

We're ready to help.

If you have questions or need help enrolling in a program, call the Customer Service number on the back of your BCN member ID card.

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.
WW is an independent company that provides weight management services to Blue Care Network members.
Blue Care Network is a nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association.