



Healthy Blue LivingSM HMO

Quick Reference

WHAT'S COMING IN 2025

On Jan. 1, 2025, we're upgrading your Healthy Blue Living plan to include the new Blue Cross Well-BeingSM digital services. As part of the upgrade, **current WebMD[®] weight management and tobacco coaching programs** will transition to **Virgin Pulse[®]**. Starting in January, employees will also have access to more tools and support tailored to their health and interests. The modernized digital experience will help employees easily complete their Healthy Blue Living To-do List.

The plan isn't changing.

The plan design will remain the same. Employees will still have:

- **Enhanced benefits:** Same great coverage with opportunity to earn lower out-of-pocket costs (deductible, copays, coinsurance) by taking steps to improve their health.
- **90-day requirements:** Complete a health assessment and qualification form.
- **Health assessment:** Through single sign-on, employees will be directed to complete a 10-minute health assessment from their To-do List.
- **Qualification form:** An employee's primary care provider completes their qualification form and submits it to Blue Care Network.
- **120-day requirements:** If the qualification form shows an employee has a BMI of 30 or higher or uses tobacco, they're required to enroll in a weight management or tobacco coaching program. To receive enhanced benefits, they must enroll within 120 days of their plan start date and participate in the program through their plan year.
- **Employee To-do List:** Your employees will continue to use their online member account to complete and track their plan requirements.

Virgin Pulse 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 employees.

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

Blue Care Network is a nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association.



See what's new — and improved **WebMD[®]** Dec. 31, 2024 → Jan. 1, 2025 Virgin Pulse is becoming personify HEALTH Launching January 1, 2025

Health assessment	Completed through WebMD	NEW: Completed through Virgin Pulse*
Weight management programs	Steps walking program <ul style="list-style-type: none"> • Members enroll using their online member account. • Complete 5,000 steps a day over three months. 	NEW: 20-day Triple Tracker <ul style="list-style-type: none"> • Members enroll using their online member account. • Complete 20 days of physical activity each month. Choose any combination of these activities: <ul style="list-style-type: none"> – 7,000 steps – 15-minute workout – 15 active minutes
	WW (formerly Weight Watchers) <ul style="list-style-type: none"> • Members enroll by phone only through WW. • Attends 11 virtual or in-person sessions every 13 weeks. • Submits Proof of Attendance every 13 weeks. • Re-enrolls every 13 weeks. 	NEW: Lifestyle Coaching <ul style="list-style-type: none"> • Members enroll using their online member account. • Completes one session per month — either by phone or messaging. • Receives unlimited messaging with health coach. • Requires no self-reporting attendance or re-enrollment.
Tobacco cessation program	<ul style="list-style-type: none"> • Members enroll by phone through WebMD. • Offers phone-based coaching only. • Includes two different journeys: <ul style="list-style-type: none"> – If the employee sets quit date: requires five calls over 12 weeks with tobacco coach. – If the employee doesn't set quit date: Requires one call a month with health coach. 	IMPROVED: Tobacco Coaching <ul style="list-style-type: none"> • Members enroll using their online member account. • Attends one session a month — either by phone or messaging.
Health tracking devices and apps	<ul style="list-style-type: none"> • Supports Fitbit[®] and several other health trackers. • Offers free Fitbit Inspire[™] tracking device or subsidy toward another compatible device. • Provides limited integration with other fitness trackers or apps. • Delivers limited support for help or troubleshooting. 	IMPROVED: <ul style="list-style-type: none"> • Offers integration with more fitness trackers and apps, including MyFitnessPal[™], Apple Health and Google Fit[™]. • Receives free Max GO[™] or \$50 toward another device. • Delivers robust support for technical issues.

*Virgin Pulse is becoming Personify Health[™] on Jan. 1, 2025.