



# Blue Cross Well-Being<sup>SM</sup>

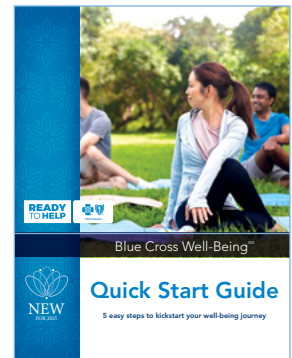
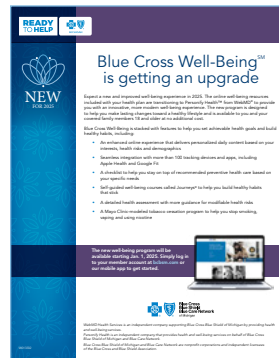
## How to use this toolkit

Starting on Jan. 1, 2025, our online well-being resources are transitioning to Personify Health<sup>TM</sup> from WebMD<sup>®</sup>. Use these resources to encourage your employees to take advantage of the well-being resources included with their health plan.

### Prelaunch communications

Use these materials to make your employees aware of our new well-being resources and how to get started.

- **Coming soon flyer:** Print and display around your workplace or distribute directly to employees.
- **Newsletter:** Print and distribute or include it in your digital communications.
- **Quick Start Guide/FAQ:** Share with employees to assist them with signing up and for answers to common questions about the transition to Personify Health from WebMD.



## Post-launch communications

Use these materials to keep your employees connected to resources to help them improve their well-being.

- **Display ad:** Upload this 1,920 by 1,080 image to your electronic message boards and link to [bcbsm.com](http://bcbsm.com).
- **Email template:** Ready-to-use templates

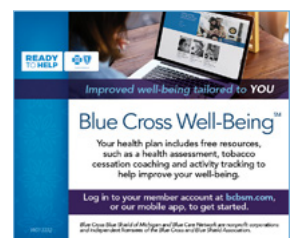
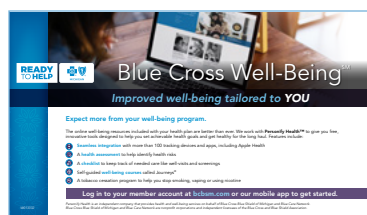
To use the Outlook template (PC or Mac):

1. Download and open file.
2. Enter email addresses in appropriate fields.
3. Send message.

To use the HTML template:

1. Open the HTML file.
2. Select all text and images.
3. Copy and paste in to a new email.
4. Enter email addresses in appropriate fields.
5. Send message.

- **Member flyer:** Print and display around your workplace or distribute directly to employees.
- **Web banner:** A 300 by 250 sign to use on your intranet site. Link to [bcbsm.com](http://bcbsm.com).



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.