



**READY
TO HELP**



Blue Cross Well-BeingSM


NEW
FOR 2025

Quick Start Guide

5 easy steps to kickstart your well-being journey

Starting Jan. 1, 2025, the online well-being resources included with your health plan will transition to Personify Health™ from WebMD®.

Get ready to live your best life with:

- An enhanced virtual experience that delivers personalized daily content based on your interests, health risks and demographics
- Seamless integration with more than 100 fitness 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
- Live one-on-one unlimited tobacco cessation coaching to help you stop smoking, vaping and using nicotine



Ready to get started?

Follow these five simple steps to get on the road to better health.



Blue Cross Well-BeingSM



STEP 1: Sign up

To access well-being resources **starting Jan. 1, 2025**, log in to your member account at bcbsm.com or on our mobile app. From bcbsm.com, click the *Programs & Services* tab. Then select *Blue Cross Well-Being* under *Quick Links*. From the app, select *Programs & Services*. Then select *Health Care & Well-Being*. Scroll down to *Blue Cross Well-Being*.

First-time visitors will need to enroll by completing the following:

- **Tell us who you are.** Confirm your name and enrollment details.
- **Legal and privacy.** Review and agree to the rules, data collection and privacy policy.
- **Create your account.** Add your email, make a password and provide some additional details to customize your experience.
- **You're all set.** Your account is ready. Select *Take Me There* to get started.

You won't need to sign up again on your next visit.

STEP 2: Get in sync

You can synchronize data from your fitness app or tracker to Blue Cross Well-Being. Seamlessly connect with more than 100 devices and apps including Apple Health, Fitbit, MyFitnessPal and Google Fit.

Get started

To connect a device, log in to your member account at bcbsm.com or on our mobile app. From bcbsm.com, click the *Programs & Services* tab. Then select *Blue Cross Well-Being* under *Quick Links*. From the app, select *Programs & Services*. Then select *Health Care & Well-Being*. Scroll down to *Blue Cross Well-Being*.

Then, select:

- The *More* tab
- *Devices & Apps*
- A device you would like to sync
- *Connect*



Any member using Max Go, Samsung Health, Apple Health or Google Fit must use the Personify Health app to synchronize them with your Blue Cross Well-Being account. Search *Personify Health* in the Apple or Google app stores to download the app. Once synchronized, you can monitor your fitness activities in either the Personify Health app or your member account.





STEP 3: Do a health check up

Now that you've signed up, personalized your experience and synchronized your fitness device, it's time to evaluate your current health status and general well-being by taking our [health assessment](#). It will give you a personalized summary of your health that outlines areas in which you're doing well and tips on where (and how) to improve. Simply answer questions about your health and habits. It takes about 15 minutes.

Get started

- Log in to your member account at [bcbsm.com](#) or our mobile app. From [bcbsm.com](#), click the *Programs & Services* tab. Then select *Blue Cross Well-Being* under *Quick Links*. From the app, select *Programs & Services*. Then select *Health Care & Well-Being*. Scroll down to *Blue Cross Well-Being*.
- Select the *Health* tab and click *Surveys*.

STEP 4: Be proactive about your care

The [My Care Checklist](#) feature can help you stay on top of needed preventive care. It keeps track of well-visits, screenings and vaccinations.

Get started

- Log in to your member account at [bcbsm.com](#) or our mobile app. From [bcbsm.com](#), click the *Programs & Services* tab. Then select *Blue Cross Well-Being* under *Quick Links*. From the app, select *Programs & Services*. Then select *Health Care & Well-Being*. Scroll down to *Blue Cross Well-Being*.
- Select *My Care Checklist* under the *Health* tab.



STEP 5: Take a Journey[®] to better health

Self-guided health Journeys are a great way to introduce healthy habits to your life or maintain the good ones you have in place. Journeys are designed to engage you in a series of small, fun and informative steps that form a healthy habit over time. Most journeys take about two to four weeks to complete.

With 60-plus lifestyle and health-related topics, Journeys can help you:

- Quit smoking
- Reduce stress
- Strengthen your financial fitness
- Embrace diversity, equity and inclusion
- Cope with grief and loss
- Reduce your alcohol and tobacco consumption

We also offer journeys to help you manage your heart health, muscles and joints, mental health and more.

Get started

- Log in to your member account at bcbsm.com or our mobile app. From bcbsm.com, click the *Programs & Services* tab. Then select *Blue Cross Well-Being* under *Quick Links*. On the app, select *Programs & Services*. Then select *Health Care & Well-Being*. Scroll down to *Blue Cross Well-Being*.
- Select *Journeys* in the *Health* tab.
- Choose the journey that's right for you or select *View All* to see your options.

Frequently asked questions

How long will I have access to resources I'm currently using through WebMD?

You'll no longer have access to well-being resources through WebMD after Dec. 31, 2024. But you can easily access your new and improved well-being experience with Blue Cross Well-Being starting Jan. 1, 2025. See [Step 1](#) on Page 1 to learn how to get started.

What is happening to WebMD Health Assistant programs?

All programs through WebMD will end on Dec. 31, 2024. You can look forward to over 60 new self-guided well-being Journeys through Personify Health starting on Jan. 1, 2025. See [Step 5](#) on Page 3 for more information.

Will tobacco cessation coaching still be available?

Absolutely. You'll no longer have access to tobacco cessation coaching through WebMD after Dec. 31, 2024, but our new tobacco cessation coaching program through Personify Health will be available starting Jan. 1, 2025. The program features live calls with a certified tobacco specialist, unlimited messaging and more.

Get started

1. Log in to your member account at bcbsm.com or our mobile app. From bcbsm.com, click the *Programs & Services* tab. Then select *Blue Cross Well-Being* under *Quick Links*. On the app, select *Programs & Services*. Then select *Health Care & Well-Being*. Scroll down to *Blue Cross Well-Being*.
2. Select the *Programs* tab.
3. Select *Tobacco Cessation Coaching – break a nicotine habit*.
4. Select *Start Now* to schedule your first appointment with a health coach.

Will I still be able to access my health records through the WebMD Health Record?

After Dec. 31, 2024, you'll no longer be able to access data you've entered on the WebMD Health Record. If you'd like to keep information from your health record, you'll need to download or print it.

To retrieve your health record before Dec. 31, log in to your member account at bcbsm.com or on the mobile app, and select:

- *Wellness* under the *Programs and Services* tab
- *Go To WebMD*
- *Health Record* from the menu on the WebMD home page
- *Download My Data* or *Print*

WebMD will safely and securely destroy your data after Dec. 31, 2024.




Do I have to pay extra to use Blue Cross Well-Being programs and resources?

No. Blue Cross Well-Being is included with your health plan at no added cost.

Who can use Blue Cross Well-Being programs and resources?

Blue Cross Well-Being is available to individuals 18 and over covered by a Blue Cross Blue Shield of Michigan or Blue Care Network health plan.



Who do I contact if I have questions or need more information?

If you have questions, call the Customer Service number on the back of your member ID card, or visit [bcbsm.com/wellbeing](https://www.bcbsm.com/wellbeing).



*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.*