



Blue Cross
Blue Shield
Blue Care Network
of Michigan

Confidence comes with every card.®



Blue Cross®
Coordinated Care



24-Hour Nurse
Line



Blue Cross®
Health &
Well-Being

Smarter, better resources for your health

Your benefits

include special services to help better manage your health. Call a nurse for medical advice. Get help when you're ready to stop smoking. Tap into person-centered care to manage a chronic condition.

Our health support services are designed to meet your specific health care needs. Even better, these support services are confidential and available at no additional cost.



24-Hour Nurse Line

What is it?

Members can speak with a registered nurse over the phone, day or night, and get medical advice.

How does it work?

The 24-Hour Nurse Line provides free and easy access to a registered nurse around the clock. When you or a loved one isn't feeling well and you're not sure how serious it is, you have someone to call.

Our nurses can assess your situation and help you decide if you should head to the doctor, pick up over-the-counter medicine or simply get some rest.

Where do I start?

Just call the 24-Hour Nurse Line whenever you need medical advice.

- PPO members: 1-800-775-2583
- HMO members: 1-855-624-5214
- TTY users, call 711



Blue Cross® Health & Well-Being²

Our health and well-being programs offer tools and resources that can help you improve your overall well-being.

Online well-being resources

What is it?

24-hour access to online well-being tools and resources which are powered by WebMD³.

How does it work?

Visit your Blue Cross member account to use Digital Health Assistant programs, view health-related videos and articles, sync a fitness device, take your health assessment and find healthy recipes.

Where do I start?

Log in to or register for your Blue Cross member account at bcbsm.com or the Blue Cross mobile app.

On bcbsm.com, click the *Health & Well-Being* tab, then *WebMD*, to enter the Blue Cross Health & Well-Being website. On the mobile app, tap *Health & Well-Being*.

Blue Cross® Virtual Well-Being

What is it?

This program features short, high-energy well-being webinars. Topics include mindfulness, emotional health, financial wellness and more.

How does it work?

Our Blue Cross Virtual Well-Being coordinator hosts a new, live webinar every Thursday at noon Eastern time. Each webinar is about 20 minutes.

View a schedule of upcoming webinars at bluecrossvirtualwellbeing.com.

Where do I start?

Go to bluecrossvirtualwellbeing.com and click the *Webinars for Members* box. Here you can register for an upcoming webinar and watch past webinars.

Tobacco Coaching

What is it?

This 12-week program includes over-the-phone coaching for quitting all types of tobacco products.

How does it work?

You must be ready to set a quit date within the next 30 days and have used a tobacco product within the past seven days of your initial call.

You'll receive five calls from a health coach and online resources. Once in the program, you can also call a health coach for additional support outside of your regularly scheduled calls.

Where do I start?

Call [1-855-326-5102](tel:1-855-326-5102) to schedule your first Tobacco Coaching session.



Blue Cross® Coordinated Care

Person-centered care that runs deep

What is it?

This program identifies members with complex or chronic conditions that could benefit from care management support and connects them to care.

How does it work?

A registered nurse leads a Blue Cross care team that works with members to help them develop a plan to better manage their conditions.

Doctors, dietitians and social workers are among the specialists that make up the Blue Cross care team. Together, they help members:

- Identify health risks
- Better understand treatment options
- Connect with support in local communities
- Find behavioral health services and other care

Members can conveniently stay connected to their care plans through the BCBSM Coordinated Care app, powered by Wellframe¹.

Where do I start?

Members identified for the program will receive a call from a registered nurse to get started.



¹ Wellframe is an independent company supporting Blue Cross Blue Shield of Michigan by providing the BCBSM Coordinated Care mobile app.

² You may or may not have access to Blue Cross® Health & Well-Being programs based on your specific benefit plan. Contact your employer to verify if these programs are available to you.

³ WebMD Health Services is an independent company supporting Blue Cross Blue Shield of Michigan by providing health and well-being resources to its members.

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