



# Program Overview



**Blue Cross<sup>®</sup>**  
HEALTH & WELLNESS

# Blue Cross delivers value.

Medicare Plus Blue<sup>SM</sup> PPO and Blue Cross<sup>®</sup> Medicare Private Fee for Service works with you to keep your health — and your health care — on a positive course.



Blue Cross Health & Wellness gives you a wide variety of resources to help you get healthier, stay healthy or manage illness. The benefits of Blue Cross Health & Wellness programs are one of the many ways your Blue Cross plan can help you have:

- Better coordinated care
- Better health outcomes
- Better relationships with your doctors and specialists



# Explore enhanced well-being.

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## Health assessment

**Page 6:** This questionnaire helps pinpoint health issues and risks, and offers guidance to healthy behaviors.

## Care Transition to Home

**Page 11:** A group of professionals offers a wide range of support to help with that transition between a hospital stay and home.

## Chronic Condition Management

**Page 8:** When you participate in this program, a nurse case manager helps you monitor and manage your chronic conditions.

## 24-Hour Nurse Line

**Page 12:** Any time of the day or night, there's a registered nurse on call to answer questions and provide peace of mind.

## Case Management

**Page 9:** Licensed registered nurses help coordinate your care, and provide you with information to help you deal with your health concerns.

## Tobacco Cessation Coaching

**Page 13:** We know it isn't easy to give up tobacco, but you can do it with the help of a personal health coach.

## Blue Care Connect<sup>SM</sup>

**Page 10:** A dedicated care manager provides you with extra support when you have complex health care needs.

## Adding extra value

**Page 14:** Useful online resources, discounts and special offers add unmatched worth to your health care plan.



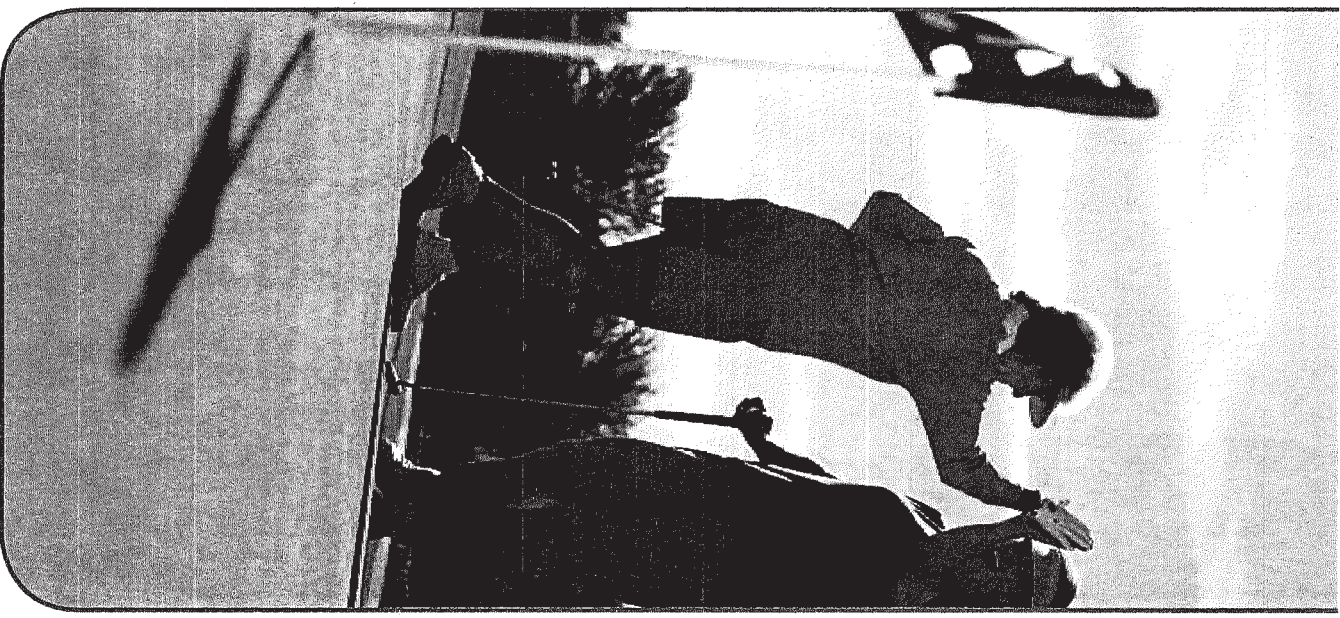
## Health assessment

### It's about you.

All Medicare Plus Blue and Blue Cross Medicare Private Fee for Service members are encouraged to take **Blue Cross' Medicare Advantage health assessment** annually to get a picture of their individual health status and health risks.

Our goal is to help you reduce those risks. You can complete your health assessment by filling out the copy you receive in the mail and sending it back in the envelope provided. You also have the option of completing the assessment online, over the phone or by asking your doctor at your next appointment.

A few weeks after we receive your completed health assessment, we'll send you a personalized letter with a list of health topics you should review with your doctor during your next visit. Please know that your answers are private and won't affect your enrollment, benefits or health care costs in any way.



### **It's easy**

The health assessment contains basic health, lifestyle and behavior questions. Your answers will help us identify your current health conditions, potential health risks and difficulties during daily living activities, and suggest services to improve your health.

### **It's personal**

This is a great opportunity to work with your doctor toward improved health management. You may want to ask your doctor to help with the form, especially when it comes to:

- Medical conditions
- Height and weight
- Medications

### **It's in the mail**

Your health assessment will arrive in the mail during your first month of coverage. Simply fill it out and send it in or complete it online using the web address and unique access code on the letter you receive. If you're a Medicare Plus Blue PPO or Medicare Private Fee for Service member and haven't received your health assessment, or you need help completing the form, call Blue Cross Health & Wellness at 1-800-775-BLUE (2583), 8 a.m. to 6 p.m. Eastern time Monday through Friday. TTY users call 711.

## Chronic Condition Management

Medicare Plus Blue PPO or Blue Cross Medicare Private Fee for Service members with coronary artery disease, chronic obstructive pulmonary disease, diabetes or heart failure may be eligible for the Chronic Condition Management program. Once you're in the program, a nurse will help you:

- Complete a clinical assessment
- Create and follow a personalized care plan
- Establish self-management goals and build skills to reach them
- Get necessary medical tests and vaccinations
- Take medications as they're meant to be taken
- Communicate with your health care providers
- Monitor all aspects of your health and condition
- Recognize symptoms and respond to warning signs
- Identify and close gaps in care
- Lose weight, quit smoking, get moving
- Get depression screening if needed

Your nurse will call you regularly to monitor your condition. Remote monitoring of important health information is available if the status of your heart failure requires it. We'll also send along plenty of useful materials to keep the positive momentum going.





## Case Management

Diagnosis of a serious illness can be overwhelming and confusing. A Blue Cross Health & Wellness registered-nurse case manager can help you manage your care and make smart decisions.

You may benefit from case management if you have complex health issues, such as:

- Cancer
- Complex wound care
- End-of-life care
- Heart disease
- Multiple trauma
- Neurologic conditions
- Organ transplants
- Serious cardiac events
- Serious lung conditions
- Spinal cord injury
- Stroke
- Ventilator use and the weaning process

A nurse will work with you, your family and your doctor to:

- Coordinate care
- Inform you about your disease and treatment options
- Provide information about Blue Cross doctors and hospitals
- Help with community resources
- Find specialty medical devices and equipment

We can also help develop a personalized care plan based on goals, actions and outcomes.

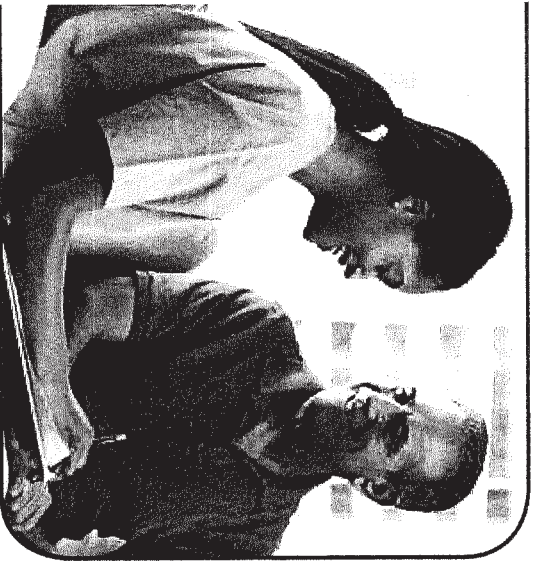
## Blue Care Connect<sup>SM</sup>

Blue Care Connect is your connection to the extra support you might need if you have complex care needs. This free program offers resources to help you learn how to manage your medical condition and make informed decisions about your care. The program can also help reduce the need for hospital stays and emergency room visits.

### **We're here to help**

A dedicated care manager will call you to talk about ways we can work with you, your family and your doctors to provide:

- Help managing your condition
- A comprehensive home assessment
- Home visits as needed
- Other types of support, depending on your needs



### **Personal, one-on-one support**

You can count on your care manager to:

- Coordinate your care
- Inform you about your condition and treatment options
- Provide information on Blue Cross doctors and hospitals
- Refer you to community resources that can provide support services
- Help coordinate the delivery of medical supplies and equipment prescribed by your doctor
- Guide and support you with end-of-life issues

Through a series of phone calls, we'll help you:

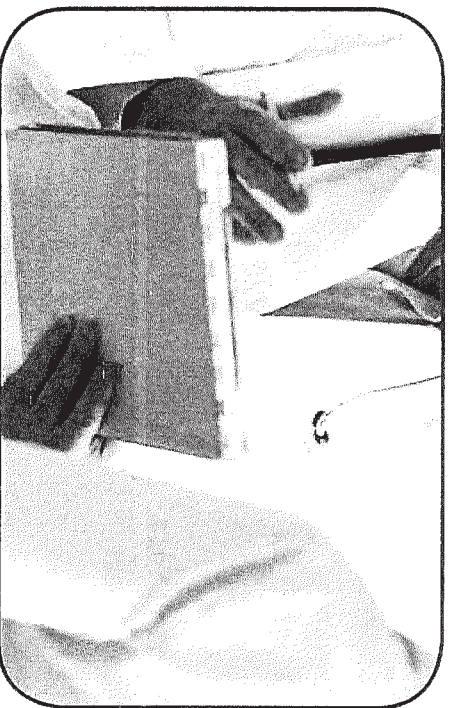
- Understand how to best manage your condition
- Develop a care plan by working with you and your doctor, to identify goals to maintain or improve your health
- Learn to recognize and respond to symptoms or changes in your health
- Monitor your condition
- Stick to a treatment plan that works best for you

We'll work with you until you meet your goals and you feel comfortable.

## Care Transition to Home

People rarely leave the hospital feeling 100 percent. And the fact is, the first 30 days after a hospital stay are essential to a full recovery. Following discharge instructions, having adequate help at home, seeing the doctor when required, taking post-discharge medication as prescribed and just having the right support system in place makes all the difference in staying out of the hospital and getting back on your feet.

Care Transition to Home is a Blue Cross Health & Wellness program to help you do just that.



After the hospital notifies us of your need, one of our nurses will:

- Talk with the hospital staff about your condition
- Determine the level of care you'll need after discharge
- Contact you to discuss next steps
- Coordinate at-home care, including medical equipment, if it's needed

When you're back home, the Care Transition to Home nurse will:

- Call regularly over the next 30 days
- Make sure you have the medications you need and you know how and when to take them
- Explain the signs of possible complications or worsening symptoms so you can watch for them and take action when indicated
- Follow up with doctors as needed

To reach our common goal of full recovery and continued good health, we'll:

- Give you educational materials about your condition
- Teach you the skills you need to manage your condition
- Find appropriate home health care services, if they're needed
- Get you involved with appropriate health management programs

## 24-Hour Nurse Line

Our nurses are always available to answer questions about symptoms or general medical issues.

We can help — we're just a phone call away.

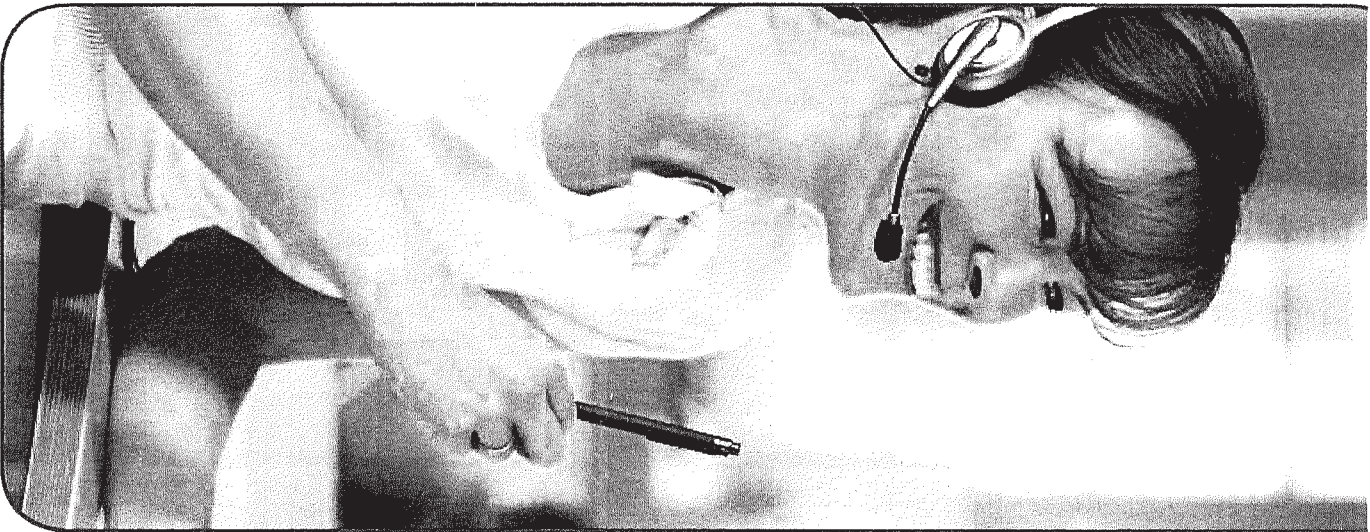
There's a skilled and compassionate nurse at the other end of our 24-Hour Nurse Line ready to answer your questions. If you're not sure if you need to seek medical care, the nurse can guide you. If you're looking for health education materials, the nurse sends you information and gives you resources. And all the nurses are supported in their efforts by board-certified doctors.

This service is free, confidential and available to Medicare Plus Blue members every hour of every day. Our nurses can help with a wide range of issues, such as:

- At-home treatments for minor illnesses and injuries
- Managing chronic conditions
- Answering questions about pending surgeries
- Unraveling the mysteries of medical tests
- Disease management program referrals
- Healthy lifestyle tips
- Community resources
- Health education materials
- Research information on rare medical conditions
- Educational information on preventive care

PLEASE ... Do not call the 24-Hour Nurse Line if you are experiencing a medical emergency. Call 911 or go to your nearest emergency room.





## Tobacco Cessation Coaching

As we age, we tend to think more about our health. Tobacco users have even more to think about. Think about this: It's never too late to quit.

Our Tobacco Cessation Coaching program is designed for those who are ready to quit using tobacco within the next 30 days. This **free** program includes five calls from a health coach over a 12-week period. You can also call your health coach any time while you're in the program, and for up to a year from the day you begin the program.



## Adding extra value.

Blue Cross Health & Wellness helps you get well, stay well and live well. In addition to a number of personal support programs, health coaching and nurse case management, we offer a variety of state-of-the-art online health and wellness resources on the Blue Cross Health & Wellness website, powered by WebMD®. Log in to your member account at **bcbasm.com/medicare** and click on the Health & Wellness tab, where you can:

- Participate in Digital Health Assistant programs that can help you make big changes in your health through setting and meeting small goals. There are programs for stress, nutrition, exercise, weight loss, tobacco cessation and mood.
- Use the Personal Health Record that lets you track medical test results, conditions, medications, doctor visits, allergies and more. You can even upload medical documents.
- Research a variety of conditions, medications and other health information using WebMD Health Topics<sup>SM</sup>.
- Watch videos, find healthy recipes, view a slide show, take a quiz and more.

Blue Cross also offers savings and special offers on health products and services. See them all at **bcbasm.com/discounts**.

WebMD Health Services is an independent company supporting Blue Cross Blue Shield of Michigan by providing health and wellness services.



## Medicare Plus Blue

When your Medicare goes Blue, you have a Medicare Advantage like no other ... and Blue Cross Health & Wellness is one advantage that's hard to beat. As you've seen throughout this booklet, your Blue Cross membership gives you access to an extraordinary lineup of programs and services designed to get you healthy, keep you healthy, help you through health issues, educate you about your health, and give you a hand to help you live life to the fullest regardless of the state of your health. In other words, when you're a Blue Cross member, we're there for you in all stages of your health.

We offer some of these programs directly based on medical claims, hospital reports or at a doctor's suggestion. \* Others are there for the asking.

If you see something in this booklet that applies to you, that you think might help you live healthier, call us. As a Blue Cross member, your specialized Blue Cross Health & Wellness nurses are available to respond to your needs.

**We're your personal health care partners.**

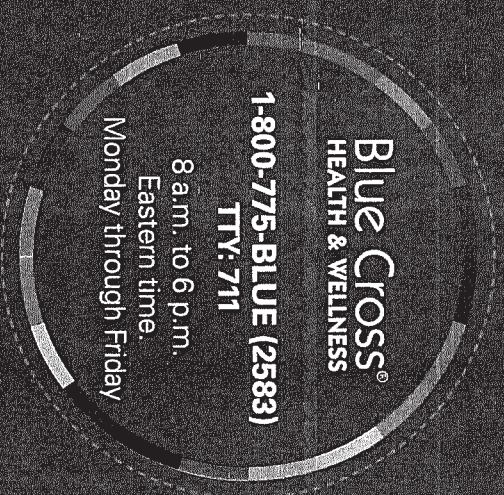
### **We protect your privacy**

The privacy and security of your health information is important to us. We follow strict policies designed to protect the confidentiality of your health information. We only use and disclose your health information as permitted by state and federal laws and as described in our *Notice of Privacy Practices*.

*\*Members must meet eligibility requirements for participation in some programs.*



[bcbsm.com/medicare](http://bcbsm.com/medicare)



Medicare Plus Blue<sup>SM</sup> and Blue Cross<sup>®</sup> Medicare Private Fee for Service  
are PPO and PFFS plans with Medicare contracts.  
Enrollment in Medicare Plus Blue and Blue Cross Medicare PFFS depends on contract renewal.

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

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# Blue Cross® Health & Wellness online resources

Our Blue Cross Health & Wellness online wellness resources, powered by WebMD®, provide you with access to a broad range of health and wellness information and tools. Best of all, it's available at your fingertips 24 hours a day, every day, when you log in as a member at [bcbsm.com](http://bcbsm.com).

## Health assessment

Complete your health assessment to find out your personal health risks and what you can do to improve your health.

## Symptom Checker

Use this interactive tool to help you determine what to do about your symptoms.

## My Health Assistant

After you take your health assessment, the My Health Assistant page recommends the Digital Health Assistant programs that are best for you. The following Digital Health Assistant programs are available:

- Conquer Stress
- Eat Better
- Enjoy Exercise
- Lose Weight
- Quit Tobacco
- Feel Happier

## My Pregnancy Assistant

If you're pregnant, plan to become pregnant or are supporting someone who's pregnant, this is a helpful tool. It contains a dashboard of quizzes, checklists, articles, videos, activities and images of the stages of fetal development that you can click on for more information.

## The Daily Victory<sup>SM</sup> and Weigh Today apps

Download these WebMD apps to your mobile device then easily sync them with the Blue Cross Health & Wellness site to start making small changes in your exercise habits and weight.

## Recipes

Find more than 400 tasty and healthy recipes that can help you meet your nutritional needs.

## Health Record

Store, maintain, track and manage your health information in one centralized, private and secure location.

## Health Trackers

Chart your measurements over time. There are trackers for exercise, steps, diet, sleep, mood, pain and tobacco use.

## Document Library

Easily upload and store your health care documents.



**Blue Cross®**  
HEALTH & WELLNESS

**Device and App Connection Center**

Sync more than 150 of your favorite fitness and medical devices and health-specific mobile apps so you have all your information in one location.

**WebMD Health Topics<sup>SM</sup>**

This valuable resource allows you to search for a variety of health topics categorized by conditions, general health and procedures and surgeries.

**Medical Encyclopedia**

This complete health encyclopedia features a searchable database of health topics, medical tests, procedures, drugs and more.

**WebMD Interactives**

Find calculators, guides, quizzes, slide shows and other health information you may need.

**Message Board Exchanges**

Connect with others who have the same interests and health concerns as you, ask questions and find credible answers from experts in these professionally monitored message boards.

**WebMD Video**

Watch more than 1,000 videos about a variety of health topics and trends.

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