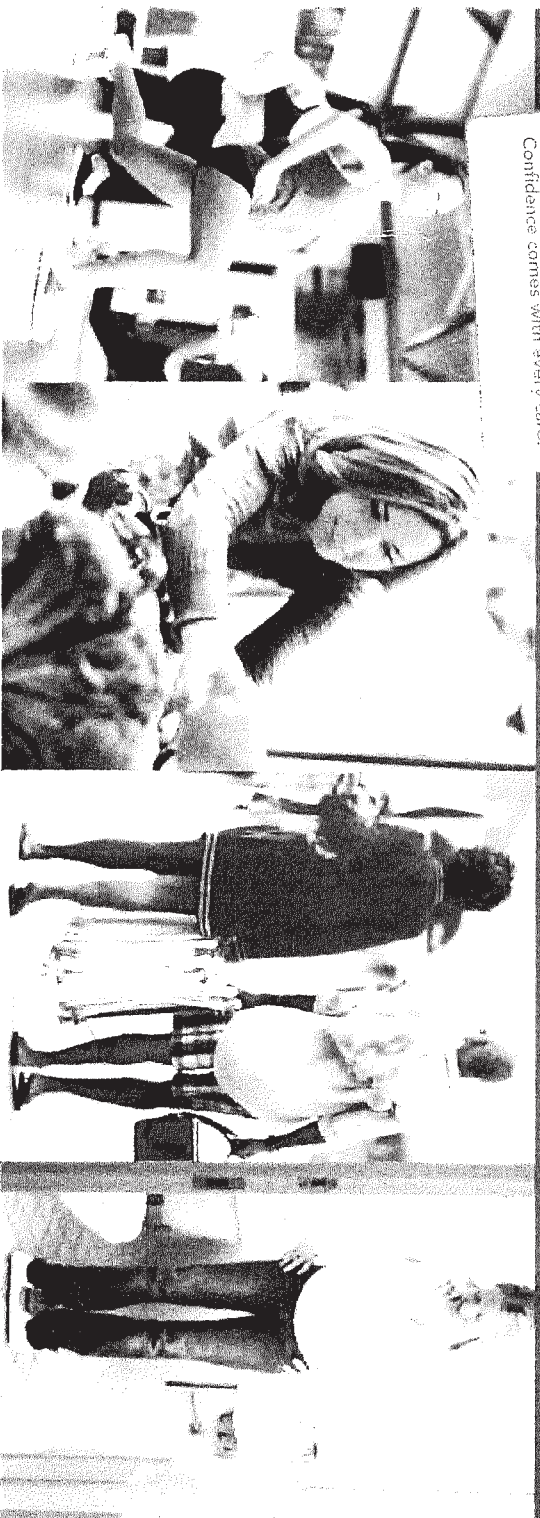


Save money and live healthier with Blue365®

Blue Cross
Blue Shield
Blue Care Network
of Michigan

Confidence comes with every card.



Membership has its benefits

Blue Cross Blue Shield of Michigan and Blue Care Network members can score big savings on a variety of health-related products and services from businesses in Michigan and across the United States.

We've got plenty of deals to keep you and your family healthy.

Member discounts with Blue365 offers exclusive deals on things like:

- **Fitness and wellness:** Health magazines, fitness gear and gym memberships
- **Healthy eating:** Cookbooks, cooking classes and weight-loss programs
- **Lifestyle:** Travel and recreation
- **Personal care:** Lasik and eye care services, dental care and hearing aids

Cash in on discounts

Start saving today! Show your Blue Cross or Blue Care Network ID card at participating local retailers or use an offer code online to take advantage of these savings. For a full list of discount offers, log in or register at bcbsm.com and click *Member Discounts with Blue365®* on your home page. You can also conveniently access discounts on the go with the Blue Cross mobile app. Search **BCBSM** in Google Play™ or the App Store® to download our mobile app.



Blue Cross
Blue Shield
Blue Care Network
of Michigan

Blue365

Because health is a big deal™

Member discounts with Blue365

Take advantage of discounts from the businesses listed below and many more.

SEALIFE



Reycling
RUNNERS **Health**
Women's
Health

Women's
Health

GARMIN

Dunham's

LasikPlus
VISION CARE

Reebok

Jenny

Fairmont
HOTELS & RESORTS

Sunshine
Spa & Wellness

TruHearing
Bringing You the Sound of Life

Fitness your way
PERSONAL TRAINING

dentalsolutions
SMILES

WeightWatchers

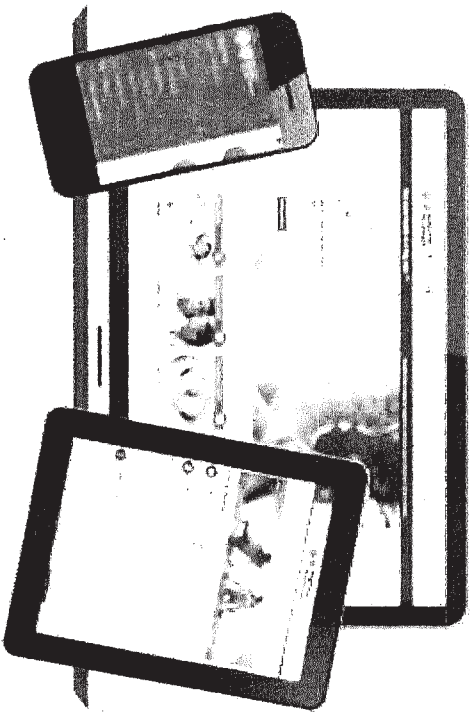


**Blue Cross
Blue Shield
Blue Care Network
of Michigan**

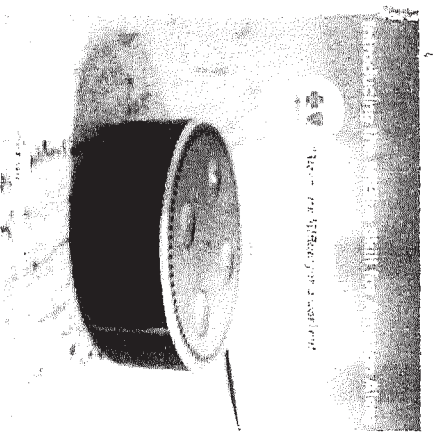
Nonprofit corporations and independent licensees
of the Blue Cross and Blue Shield Association

Program information valid as of February 2018.

You can conveniently access
discounts from any device —
anytime, anywhere.



The Blue365 program is brought to you by the Blue Cross and Blue Shield Association. The Blue Cross and Blue Shield Association is an association of independent, locally operated Blue Cross and Blue Shield plans. Blue365 offers access to savings on items that members may purchase directly from independent vendors, which are different from items that are covered under health care plan policies with Blue Cross Blue Shield of Michigan or Blue Care Network, its contracts with Medicare or any other applicable federal health care program. Neither Blue Cross Blue Shield of Michigan, Blue Care Network nor the Blue Cross and Blue Shield Association recommends, endorses, warrants or guarantees any specific vendor or item.



We at Blue Cross Blue Shield of Michigan and Blue Care Network are excited to share with you our new skill for Amazon Alexa – MIBlue.

Pronounced “My Blue,” the skill is the newest example of how Blue Cross is adapting to the ever-changing lives of our members and customers. The MIBlue Skill for Amazon Alexa allows users to obtain general, interactive health care and wellness information within minutes using voice commands through any Amazon Alexa-enabled device.

With the BCBSM mobile app, members can access their health insurance information wherever they are. With the MIBlue Skill for Amazon Alexa, everyone has access to general health, wellness and lifestyle content directly from their voice-enabled Amazon devices.

Blue Cross is the first health plan in Michigan to develop a skill for Amazon’s popular platform. The MIBlue skill responds to voice commands through Amazon’s technology and provides people with:

- Health-related news from Blue Cross
- Explanations of common health insurance terms
- Answers to frequently asked questions
- Dietitian-approved recipes
- Healthy activities for the family
- Smoking cessation tips
- Quick workout ideas
- Meditation sessions

Enabling the MIBlue skill for Alexa-enabled devices is fast and easy. I welcome you to review our [How To](#) blog to see how quick and easy it is to use the MIBlue skill.

<https://www.mibluesperspectives.com/2018/05/29/amazon-alexa-blue-cross-blue-shield-michigan-miblue-skill/>

Health insurance companies face an important responsibility to keep their members’ private medical information completely safe. Currently, [national privacy regulations](#) prevent Amazon Alexa from using any identifiable health information — what is commonly known as protected health information (PHI). Because of this, the MIBlue skill doesn’t allow you to access your member coverage information, but that information can be found at www.bcbsm.com or on the BCBSM mobile app.

Do you ever find yourself seeking new ideas for healthy recipes? Feeling motivated but not sure how to squeeze in a quick workout? Thanks to Blue Cross Blue Shield of Michigan's new MI Blue Skill for Amazon Alexa, all you have to do is ask.

You can add the MI Blue skill for Amazon Alexa to any of your Alexa-enabled devices for free. It is designed to be a quick and easy way for everybody – not just Blue Cross members – to get answers to their wellness and general health care questions as they interact with their Alexa-enabled devices.

You can use the skill to:

- Understand common health insurance terms and get answers to commonly asked questions
- Get active with a workout or kids' activity
- Relax with a quick meditation
- Find healthy and delicious dietician-approved recipes
- Get advice on how to quit smoking
- Receive health-related news from Blue Cross
- and much more!

To start using the MI Blue skill for Amazon Alexa, you'll first have to follow a few quick steps.

How to Enable the Skill

1. Download the free Amazon Alexa app on your smartphone or tablet. You can find it in your app store on both Android and iOS.
2. Open the Amazon Alexa app and select "Skills" in the upper left corner.
3. Search for MI Blue and select "Enable."
4. You can also enable the skill in the Alexa Skill Store on Amazon.com.
5. That's it! You can now begin talking with your Alexa-enabled device. Just say, "Alexa, open MI Blue."

Commands You Can Use

Once you've enabled the MIBlue skill for Amazon Alexa, you can start using the skill to help manage your wellness with the help of Blue Cross. Here are just a few of the commands you can ask MIBlue:

- "Alexa, ask MI Blue for a healthy tip."
- "Alexa, ask MI Blue what is an HMO?"
- "Alexa, ask MI Blue for a healthy recipe."
- "Alexa, ask MI Blue for health-related news."
- "Alexa, ask MI Blue for a kids' activity."
- "Alexa, ask MI Blue for a meditation session."
- "Alexa, ask MI Blue for quit smoking tips."
- "Alexa, ask MI Blue what is a deductible?"

Can I access my Blue Cross or Blue Care

Network member information through the MI

Blue skill?

Health insurance companies face an important responsibility to keep their members' private medical information completely safe. Currently, [national privacy regulations](#) prevent Amazon Alexa from using any identifiable health information — what is commonly known as protected health information (PHI). Because of this the MI Blue skill doesn't allow you to access your member coverage information.

There are two great ways to access your member coverage information – [bcbsm.com](#) and the Blue Cross mobile app.

With our mobile app, Blue Cross members can see their coverage details and out-of-pocket costs, find a doctor if they need one, order their prescriptions, locate pharmacies, access their virtual member ID card and much more. Blue Cross and Blue Care Network members can download it by searching for BCBSM in the App Store or Google Play.

Watch a quick how-to video below: