READY TO HELP

MICHIGAN

Blue Cross Well-Being℠

Kick the habit, personalized to you

Tobacco Cessation Coaching program

Your health plan includes a program to help you stop smoking, vaping or using nicotine. We work with Personify Health™ to offer this resource to you and your eligible family members 18 and over at no added cost.

This program pairs you with an experienced coach who offers support personalized to your specific interests and needs. The same coach stays with you throughout your journey to quit. You can connect with your coach by phone, app or email.

In addition to coaching, you'll have access to:

- **Daily Cards** to inspire positive behavior change by highlighting healthy actions that are easy to understand and do
- **Self-guided Journeys®** that promote positive behavior change to empower healthy habit formation
- **Trackers** to help you easily set goals, monitor progress and drive accountability

Get started today

To enroll:

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*. First-time visitors will need to enroll. From the app, select *Programs & Services*. Then select *Health Care & Well-Being*. Scroll down to *Blue Cross Well-Being*. First-time visitors can enroll through the app.
2. Select the *Programs* tab.
3. Select the *Tobacco Cessation Coaching – break a nicotine habit*.
4. Select *Start Now* for live support in your journey to becoming tobacco free.

Coach availability

- Monday through Thursday, 8 a.m. to 11 p.m. Eastern time
- Friday, 8 a.m. to 7 p.m. Eastern time
- Saturday, 9 a.m. to 3 p.m. Eastern time

Member services support

- **Chat:** Monday through Friday (excluding holidays), 2 a.m. to 9 p.m. Eastern time
- **Email:** Monday through Friday (excluding holidays), 8 a.m. to 9 p.m. Eastern time

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.

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