



Blue Cross
Blue Shield
Blue Care Network
of Michigan

Confidence comes with every card.®

Health and Care Management: Program Overview

Blue Cross Blue Shield of Michigan and Blue Care Network deliver value.

Your Medicare Advantage plan through Medicare Plus BlueSM or BCN AdvantageSM works with you to keep your health — and your health care — on a positive course.

Your plan gives you a wide variety of resources to help you get healthier, stay healthy or manage illness. The benefits of our various programs include health education and care management services that can help you with:

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



For more information about your available health resources, call:

1-800-775-BLUE (2583)
TTY: 711

8 a.m. to 6 p.m. Eastern time
Monday through Friday

Explore your health support resources.

Health assessment

Page 2: This questionnaire helps pinpoint health issues and risks, and offers guidance to healthy behaviors.

Blue Cross® Coordinated Care

Page 4: Blue Cross Coordinated Care connects you to the right care at the right time. Your care team does the heavy lifting so you can focus on your health.

24-Hour Nurse Line

Page 6: Any time of the day or night, there's a registered nurse on call to answer questions and provide peace of mind.

Tobacco Coaching

Page 7: We know it's not easy to give up tobacco, but you can do it with the help of a personal health coach.

Adding extra value

Page 8: Useful online resources, discounts and special offers add unmatched worth to your health care plan.



Health assessment

It's about you.

All Blue Cross Blue Shield of Michigan and Blue Care Network members are encouraged to take **our 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 fill out the copy you receive in the mail and send it back in the envelope provided. You also have the option of completing the assessment online, over the phone or with 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. 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 member and haven't received your health assessment, or you need help completing the form, call Blue Cross at **1-800-775-BLUE (2583)** from 8 a.m. to 6 p.m. Eastern time Monday through Friday. TTY users call 711.

Blue Cross[®] Coordinated Care

Care that's centered around you

Blue Cross Coordinated Care surrounds you with a team that connects you to the right care at the right time. Your care team does the heavy lifting so you can focus on your health.

We understand the journey to better health is personal. That's why this program assigns a registered nurse to work directly with you and your family to coordinate the best care to meet your specific needs. The nurse engages a care team of doctors, social workers, dieticians and specialists, as needed, to help you:

- Better understand your condition, medications and treatment options
- Help you find a primary care physician
- Coordinate care with all your health care providers
- Connect with support and services in your local community
- Find behavioral health services and care for other special needs
- Set and reach your health goals
- Track your progress
- Identify health risks and steps you can take to improve your health

Whether it's providing support for behavioral health issues, managing a chronic condition or helping to schedule wellness appointments, Blue Cross Coordinated Care strives to meet your diverse care needs.

Stay connected anytime, anywhere.

We've made it convenient and easy for you to stay on track with your care plan with the Blue Cross Coordinated Care mobile app powered by Wellframe^{®.‡} Through the app, you can connect with your care team by text or chat — it's your choice.

Use the app on your smartphone or tablet to:

- Chat with your nurse and care team.
- Set reminders to track your appointments and medications.
- Read helpful articles about your condition.
- View a daily list of tasks to complete to help improve your health.

The program is completely confidential and available at no cost.

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

Specialized programs for advance care planning and support

We know it can be hard to talk about medical decision-making and end-of-life care. You may be eligible for a program to help when you need more intensive support. These programs advocate for you based on your wishes and priorities and assist in communicating your wishes to family and your doctors. A representative will contact you if you're eligible.



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 plan 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

Connect to the right people for personalized answers

- Blue Cross Blue Shield of Michigan 24-hour Nurse Line:
1-800-775-BLUE (2583)
- Blue Care Network 24-hour Nurse Line:
1-855-624-5214

Please don't call the 24-Hour Nurse Line if you're experiencing a medical emergency. Call 911 or go to your nearest emergency room.

Tobacco Coaching

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

Our Tobacco Coaching program is designed for those who are ready to quit using tobacco within the next 30 days. This program, available at no additional cost, 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 through the end of your plan year.

**For Tobacco Coaching, call WebMD® for assistance:
1-855-326-5102**

Coaches are available:

Monday through Thursday from 9 a.m. to 11:30 p.m.

Friday from 9 a.m. to 8 p.m.

Saturday from 9:30 a.m. to 6 p.m.

Sunday from 1 p.m. to 11:30 p.m.



WebMD Health Services is an independent company supporting Blue Cross Blue Shield of Michigan and Blue Care Network by providing health and well-being services for members.



Adding extra value

Your health care plan includes a variety of state-of-the-art online health and well-being resources on the Blue Cross® Health & Well-Being website, powered by WebMD®. Log in to your member account at bcbsm.com/medicare and go to the *Health & Well-Being* tab, then click on *WebMD*, to:

- 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 TopicsSM.
- 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 bcbsm.com/discounts.

Medicare Advantage plans from Blue Cross Blue Shield of Michigan and Blue Care Network

When your Medicare goes Blue, you have a Medicare Advantage plan like no other. As highlighted in this booklet, your Blue Cross membership gives you access to an extraordinary lineup of programs and services designed to get and keep you healthy, help you through health issues, educate you about your health, and 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 you think might help you live healthier, call us. Your specialized Blue Cross nurses are available to respond to your needs.

We're your personal health care partners.

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

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*.



bcbsm.com/medicare

1-800-775-BLUE (2583)

TTY: 711

8 a.m. to 6 p.m.

Eastern time

Monday through Friday

Medicare Plus BlueSM and BCN AdvantageSM are PPO, HMO-POS and HMO plans with Medicare contracts. Enrollment in Medicare Plus Blue and BCN Advantage depends on contract renewal.

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