What is it?
Healthy Blue Living puts a spotlight on healthy lifestyles and encourages you to take charge of your health. As a result, you’ll have lower out-of-pocket costs for the whole benefit year.

Is it right for me?
Healthy Blue Living is the right plan if you have a wellness mindset. It works best for individuals who:

☐ Embrace the HMO experience. A primary care physician will coordinate your health care, including referrals to specialists.

☐ Are healthy or ready to commit to working toward certain health targets.

☐ Use a computer, tablet or smartphone. You must complete a health assessment, preferably online.

☐ Want to keep out-of-pocket costs as low as possible. To do this, you’re required to complete these tasks within the first 90 and 120 days of your benefit year:

90 DAYS

☐ See your primary care physician and have him or her complete and electronically submit your Blue Care Network Qualification Form on time.

☐ Take an interactive health assessment that’s easy to complete by logging in as a member at bcbsm.com.

120 DAYS

☐ If your qualification form shows you use tobacco, enroll in our tobacco-cessation program. Program participation is required until you stop using tobacco.

☐ With a body mass index of 30 or more — confirmed through your qualification form — join a BCN-sponsored weight-management program. Program participation is required until your body mass index falls below 30.

Will I see results?
Many Healthy Blue Living members have witnessed real results. Since 2009, members who stayed in this plan have seen health scores move from unhealthy to healthy for:

- 57% of members with high cholesterol
- 59% of members with high blood pressure
- 60% of members with high blood sugar
6 measures for healthy living

Healthy Blue Living focuses on six key areas you can control that significantly affect your health. Meet these wellness targets and you’ll earn lower out-of-pocket costs. If you don’t meet a wellness target, you can work toward that goal to qualify for lower out-of-pocket costs.

- **Tobacco**
  - **Target:** Does’t use (confirmed by primary care physician through blood or urine cotinine testing)*
  - **Off target:** Enroll in our tobacco-cessation program and actively participate until you quit

- **Depression**
  - **Target:** Any depression is in full remission
  - **Off target:** Commit to and follow your doctor’s treatment plan

- **Weight**
  - **Target:** Body mass index below 30
  - **Off target:** Participate in one of our weight-management programs until your BMI falls below 30

- **Blood sugar**
  - **Target:** At or below target (fasting blood sugar or A1C)
  - **Off target:** Commit to and follow your doctor’s treatment plan

- **Cholesterol**
  - **Target:** LDL-C below target (based on risk factors: <100, <130 or <160)
  - **Off target:** Commit to and follow your doctor’s treatment plan

- **Blood pressure**
  - **Target:** Below 140/90
  - **Off target:** Commit to and follow your doctor’s treatment plan

What resources are available to help me get healthier?

In addition to your primary care physician, we’re here for you every step of the way to help you achieve your health goals and ensure you live a healthy lifestyle. We have a number of valuable resources for you, including wellness programs and online tools.

*After one negative test, no testing is needed again. Self-reported tobacco users don’t need the test.