



healthyblueextrasSM
good for you. good for michigan.



Q&A

What is Healthy Blue XtrasSM?

Healthy Blue Xtras is a savings program that provides Michigan Blues members with special savings on health-related products and services they use every day. The vendors participating in the program are Michigan based, and are providing these savings at no cost to Michigan Blues members.

The theme line, “**Good for You. Good for Michigan,**” identifies it as a Michigan-based program. There is no cost to members for the discounts. You can sign into the new member portal at **bcbsm.com** or **MiBCN.com** to access the discounts, then show your Michigan Blues ID card at participating retailers to receive your savings. MESSA members can go to **messa.org**.

There will be new vendors added each month in the categories of Health and Fitness, Food and Nutrition, Home and Garden, and Travel and Entertainment, so check the Web site often to see new vendor savings.

What is Blue365[®]?

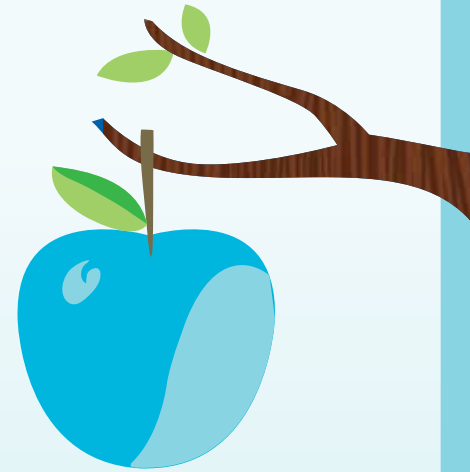
Blue365 is the national program that offers members discounts and savings on products and services for healthy lifestyles. Healthy Blue Xtras is an extension of the Blue365 program, offering Michigan Blues members even more savings from Michigan-based vendors.

Both Healthy Blue Xtras and Blue365 products and services are different from items that are covered under your local Blue Cross and Blue Shield company’s policy, its contracts with Medicare, or any other applicable federal health care program. Healthy Blue Xtras and Blue365 complement your health care coverage by helping you live healthier every day.

Can anyone participate in Healthy Blue Xtras?

Healthy Blue Xtras is open to all Michigan Blues members, including MESSA.

Blues members residing outside of Michigan can use the discounts available through Blue365.



Healthy Blue Xtras and **Blue365**
Savings Programs

What does the Healthy Blue Xtras program offer?

Healthy Blue Xtras offer savings from Michigan-based vendors in the following categories:

- Health and Fitness
- Home and Garden
- Food and Nutrition
- Travel and Entertainment

Is Healthy Blue Xtras another type of health care coverage?

No. Healthy Blue Xtras is separate from the health care coverage you receive from your Blues plan. This is a no-cost, value-added program Blue Cross Blue Shield of Michigan has developed in appreciation for our members' business. When it comes to living a healthy life, health care coverage is just the beginning. Healthy Blue Xtras is a savings program designed to provide discounts to Blues members on products and services they use everyday to help them embrace a healthy lifestyle.

If it's not health care coverage, why is BCBSM involved?

Your Michigan Blues plan cares about maintaining healthy lifestyles and improving the overall health of its members. Healthy Blue Xtras and Blue365 are two ways your Blues plan helps members make healthy choices every day and throughout life.

Will Healthy Blue Xtras cost money?

There is no charge to access the savings offers. All a Michigan Blues member has to do is sign in to Member Secured Services at **bcbsm.com** or **MiBCN.com** to view the participating vendors and savings. MESSA members will need to visit **messa.org**. These savings are provided at no cost to our members, and they help drive traffic to Michigan businesses at a time when they need it most. It's a win/win for both sides. Michigan Blues members receive discounts on products and services they use every day, and the Michigan vendors get to experience increased traffic in their stores to help drive future business.

How do you choose Healthy Blue Xtras vendors?

We look for vendors in health and wellness categories that have multiple locations and broad reach throughout Michigan. We pursued well-known vendors in the areas of Health and Fitness, Food and Nutrition, Travel and Entertainment, and Home and Garden. These categories provide a wide range of products and services that members use every day. And, don't forget, there will be new vendors added each month. So, if you don't see your favorite retailer on the current site, keep checking back in future months.

bcbsm.com



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

MiBCN.com

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