BCBSND.me will make it easier for your employees to manage their benefits and navigate care starting in 2025. We'd like your support in sharing this message with your employees, to help get them excited about this new offering (including a mobile app) and get them engaged in their benefits. To make this easy for you to share, we've provided messages below that can be shared via email, intranet or through another means of your choosing. Please share the overall introduction to BCBSND.me before sharing wellness specific messaging.

If you have questions, we're here to help. Just let us know what you need.

# Introduction to BCBSND.me Messaging

## Long Version

Meet BCBSND.me, your personalized health navigator

Blue Cross Blue Shield of North Dakota (BCBSND) is launching a new digital tool–BCSND.me–that will make it easier for those on our BCBSND health plans to manage their benefits and navigate care. This tool combines benefit management, care navigation, well-being and wellness programs all in one place.

Available via desktop and mobile app starting January 2025, BCBSND.me is a digital hub that brings health management programs and services together in a data-driven, personalized, guided experience. It will be a great resource to help you:

* Navigate your benefits and take advantage of the programs available to you.
* View your medical claims.
* Receive provider recommendations, including the background and expertise that meet your specific needs and conditions.
* Get timely, regular notifications that help you manage your health, such as annual exam reminders.
* Set well-being goals in line with your overall health and earn rewards for working towards them.
* Access an extensive library of wellness tools, programs and services.
* Connect with high-touch care guides, who are expanding BCBSND’s customer support team, to help you navigate care options and schedule appointments.

Introducing BCBSND.me Rewards

As we transition to BCBSND.me, this new tool merges well-being into the same location and introduces an innovative new rewards program. Instead of only rewarding traditional activities, like tracking exercise and what you eat, this new program recognizes that wellness comes from many activities, including proactively engaging in your health care.

The new BCBSND.me Rewards program adds rewards for using primary and preventive care services, which have been proven to lower cost of care and improve health outcomes. By completing health screenings, visiting your primary care provider and tracking your daily activity, you can earn points towards rewards.

This new resource will be a game changer for managing you and your family’s health. In January, you will receive communication from BCBSND on registering for your BCBSND.me account via text and email.

In the meantime, you can learn more about the [digital experience here.](https://www.bcbsnd.com/members/member-resources/bcbsnd-me)

## Short Version

Meet BCBSND.me, your personalized health navigator

Blue Cross Blue Shield of North Dakota (BCBSND) is launching a new digital tool– BCBSND.me–that will make it easier for those on our BCBSND health plans to manage their benefits and navigate care.

Available via desktop and mobile app starting January 2025, BCBSND.me will be a great resource to help you view medical claims, search for providers and specialists, and access an extensive library of wellness tools, programs and services. BCBSND.me can also connect you with high-touch care guides to help you navigate care options, help you set well-being goals and send you timely notifications to help you manage your health.

In January, you will receive communication from BCBSND on registering for your BCBSND.me account via text and email.

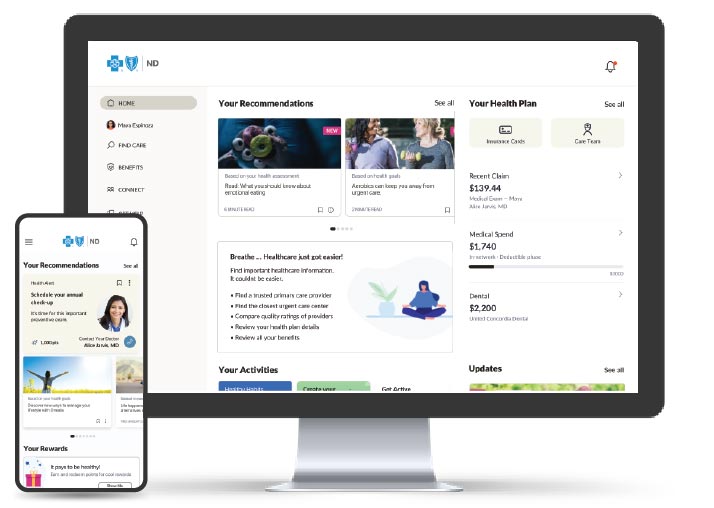
In the meantime, you can learn more about the [digital experience here.](https://www.bcbsnd.com/members/member-resources/bcbsnd-me)

# Benefit Changes Messaging

For clients that have changes in Wellness Reward Programs, you can use the below messaging to communicate the changes to your employees.

|  |  |
| --- | --- |
| Wellness Reward Program Changes | Messaging |
| Fully Insured Access to Sweepstakes | Introducing BCBSND.me Rewards  As we transition to BCBSND.me, this new tool merges well-being into the same location and introduces an innovative new rewards program. Instead of only rewarding traditional activities, like tracking exercise and what you eat, this new program recognizes that wellness comes from many activities, including proactively engaging in your health care.  The new BCBSND.me Rewards program adds rewards for using primary and preventive care services, which have been proven to lower cost of care and improve health outcomes. By completing health screenings, visiting your primary care provider and tracking your daily activity, you can qualify for a quarterly sweepstakes to win digital gift cards\*. Each qualifying healthy activity you track on BCBSND.me earns you points for a chance to win.  \*Please note, any winnings would count as taxable income, which will be reflected on your paystub. |
| Fully Insured Health Club Credit discontinuing | Introducing BCBSND.me Rewards  As we transition to BCBSND.me, this new tool merges well-being into the same location and introduces an innovative new rewards program. Instead only rewarding traditional activities, like tracking exercise and what you eat, this new program recognizes that wellness comes from many activities, including proactively engaging in your health care.  The new BCBSND.me Rewards program adds reward points for using primary and preventive care services, which have been proven to lower cost of care and improve health outcomes. By completing health screenings, visiting your primary care provider and tracking your daily activity, you can qualify for a quarterly sweepstakes to win digital gift cards\*. Each qualifying healthy activity you track on BCBSND.me earns you points for a chance to win.  Changes to Health Club Credit  To focus on the broader incentives offered within the new BCBSND.me digital hub and the new wellness rewards program, the Health Club Credit program will be discontinued at the end of 2024. You can still earn points for your physical activity by tracking it on BCBSND.me and using those points to enter sweepstakes.  \*Please note, any winnings would count as taxable income, which will be reflected on your paystub. |
| Self-Funded incentivize spouses | Introducing BCBSND.me Rewards for you and your spouse  As we transition to BCBSND.me, this new tool merges well-being into the same location and introduces an innovative new rewards program. Instead of only rewarding traditional activities, like tracking exercise and what you eat, this new program recognizes that wellness comes from many activities, including proactively engaging in your health care.  The new BCBSND.me Rewards program adds rewards for using primary and preventive care services, which have been proven to lower cost of care and improve health outcomes. By completing health screenings, visiting your primary care provider and tracking your daily activity, you can earn points to redeem digital gift cards\*. Starting in January 2025, both you and your spouse will be eligible to earn points to redeem up to $250 in digital gift cards each.  \*Please note, any gift card earnings count as taxable income, which will be reflected on your paystub. |
| Self-Funded Health Club Credit discontinuing | Introducing BCBSND.me Rewards  As we transition to BCBSND.me, this new tool merges well-being into the same location and introduces an innovative new rewards program. Instead of only rewarding traditional activities, like tracking exercise and what you eat, this new program recognizes that wellness comes from many activities, including proactively engaging in your health care.  The new BCBSND.me Rewards program adds rewards for using primary and preventive care services, which have been proven to lower cost of care and improve health outcomes. By completing health screenings, visiting your primary care provider and tracking your daily activity, you can earn points to redeem digital gift cards\*. Starting in January 2025, both you and your spouse will be eligible to earn points to redeem up to $250 in digital gift cards each.  Changes to Health Club Credit  To focus on the broader incentives offered within the new BCBSND.me digital hub and the new wellness rewards program, the Health Club Credit program will be discontinued at the end of 2024. You can still earn points for your physical activity by tracking it in BCBSND.me and using those points to redeem gift cards.  \*Please note, any gift card earnings count as taxable income, which will be reflected on your paystub. |
| Self-Funded custom tasks | Incentive program changes with BCBSND.me  As we transition to BCBSND.me, this new tool merges well-being into the same location and introduces an innovative new rewards program. Instead of only rewarding traditional activities, like tracking exercise and what you eat, this new program recognizes that wellness comes from many activities, including proactively engaging in your health care.  With the new BCBSND.me Rewards Program, all incentive program tasks will be completed within BCBSND.me. This will help simplify the experience for all incentive rewards as it provides a one-stop shop for your health and wellness needs.  You may notice that the tasks are no longer customized to <COMPANY NAME> events or activities but rather tied to tasks that are prioritizing your well-being through primary and preventive care. This change will help reduce your total cost of care.  The incentive program will run from Jan. 1 through Nov. 30 each year. |

# BCBSND.ME IMAGE LIBRARY



# A screenshot of a phone Description automatically generatedA screenshot of a phone showing a pie chart Description automatically generatedA screenshot of a phone Description automatically generated

