

# BCBSND.me

## Your personalized health navigator

The abundance of programs and services available for managing health today can seem overwhelming. Not having the time to proactively learn, use and navigate these tools often leads to fewer interactions and poor outcomes.

Blue Cross Blue Shield of North Dakota now offers a digital hub that brings it all together into a data-driven, personalized, guided experience to engage your members and drive outcomes that reduce the total cost of care.



### What makes .me so special?

#### Integration

To build a deeply personalized experience, BCBSND.me integrates with plans, programs and systems to enable convenient and effective connections for every member.

#### Data

Through the integrations, data is continually gathered and updated from interactions and health history to create unique member profiles and insights.

#### Personalization

As BCBSND.me learns about each member and their individual needs, it is able to deliver real-time, personalized recommendations for next best actions.



**Information and Access**

#### View benefits, balances and claims in one place.

BCBSND.me gives members one convenient location to view ID cards, navigate benefits, discover programs, track deductibles, review EOBs, access customer service and more.



**Engagement and Tracking**

#### Get more out of wellness tools and programs.

BCBSND.me provides one-stop access for wellness tools, programs and interactive health tracking. Members can receive incentives for taking healthy actions.



**Search and Ratings**

#### Feel confident in finding the right provider.

BCBSND.me members can search by provider, procedure, condition, keyword and medication to see personalized, in-network results ranked for their individual needs.



**Guidance and Support**

#### Find support whenever and however it's needed.

Support is always available through chat or phone. Care Guides can view BCBSND.me recommendations and offer additional guidance or assistance with:

- Appointment scheduling
- Program eligibility and recommendations
- Benefits education and promotion
- Troubleshooting

**BCBSND.me your personalized health navigator. Digital when you want it. Human when you need it.**

# BCBSND.me features



## Information and Access

**Benefits hub:** One central repository for all available benefits. Members can better understand how their current health plan works with an overview that includes plan information, benefits summary, coverage details and current phase (deductible, co-insurance, co-pay, etc.).

**BCBSND partners:** Integrations enable program promotion via next best actions, integration into search, and link-outs or single sign on to BCBSND Preferred Partners including Amwell, Learn to Live, meQuilibrium, Omada, Sword and Wellbeats.

**ID cards:** Access digital insurance cards.

**Claims history:** Search an up-to-date list of recent health care claims, with information on dates, providers and costs.



## Engagement and Tracking

**Health assessment:** An NCQA-certified health assessment designed to power personalized program recommendations and content.

**Incentives:** Predetermined incentives for reaching goals based on engagement best practices including primary and preventive care activities.

**Wearable device integration:** Data from wearable devices can be synced to track activity in-app. Supported devices include Apple, Fitbit, Garmin, Samsung and Withings.

**Tracking:** Points can be earned by tracking activity and nutrition.

**Group challenges:** Healthy behaviors are encouraged through fun and engaging time-bound social activities.

**Individual challenges:** Bite-size actions and challenges improve personal commitments to develop healthy habits.

**Create your own challenge:** Members can create a week-long, step-based game and invite friends for fun and support.

**Educational content:** Articles and content on health topics teach and encourage members to adopt healthy behaviors.



## Search and Ratings

**Guided search with price estimates:** Integrations with BCBSND programs enables members to search for local, in-network, high-quality care with personalized price estimates specific to their health plan.

**Provider quality ratings:** Easy-to-understand quality ratings are unique to the member profile and search terms.

**Patient ratings and reviews:** Patient experience information can be found for physicians and facilities.



## Guidance and Support

**Dynamic homepage:** Recommendations and content displayed are personalized for each member.

**Data-driven personalization:** Targeted messaging is reinforced across communications including phone, app notifications, email and chat.

**Care guides:** Expert guides, empowered by the same data-driven personalization, support members across benefits and programs, finding and scheduling care and closing gaps in care. Phone and chat support is available for answering member questions.

