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HealthyBlue
Powered by WebMD

A NEW WAY TO ELEVATE YOUR WELL-BEING

A new partnership between BCBSND and WebMD Health Services brings you powerful online tools and resources to help meet your wellness goals—with a healthy dose of encouragement and fun along the way.

The New HealthyBlue Online Tools

KNOW YOUR NUMBERS

Health Assessment
Personal Health Record
Device and App
Connection Center

STAY MOTIVATED AND ENGAGED

Mobile App
Wellness Challenges
WebMD Content
*Rewards

FIND COACHING AND ADVICE

Digital
Health Assistant
Pregnancy Assistant



Visit HealthyBlue for Reward Details

HealthyBlue rewards matches your interests and lifestyle when you actively engage in healthy behaviors. Check the details in the HealthyBlue homepage to start earning rewards.

Get Started with the New HealthyBlue Today

- 1 Sign into the online Member Services portal at BCBSND.com.
- 2 Complete the one-time Authorization for Release of Information - Wellness Programs, after which you'll be able to access HealthyBlue directly from the portal.
- 3 Complete your annual 15-minute health risk assessment and receive your personalized wellness plan.

*Rewards, when received as part of an employer's benefit offerings, are considered "wages" and are subject to federal income taxes, FICA taxes (Social Security and Medicare), federal unemployment taxes and W-2 reporting requirements.

What You'll Find on the New HealthyBlue, Powered by WebMD

Health Assessment

In just minutes, the Health Assessment gives you a complete picture of your health. You'll get a health score, an anonymous average to compare yourself against and an easy-to-read indication of your overall health and fitness.

Personal Health Record

Use your Health Record to store, maintain, track and manage your health information in one centralized, private and secure location. Your information seamlessly connects to the whole wellness solution, including the Health Assessment and Digital Health Assistant. You can even report additional information yourself to support better treatment, benefits and decisions, and to make it easier for you to talk to your health care provider at any time you need to.

Device and App Connection Center

More than half of people who own wearable health and fitness devices stop using them. Why? Because most wearables deliver numbers out of context, and raw data is hard to translate into action. The Device and App Connection Center bridges that gap, allowing you to connect wearables, scales, apps and more with an easy-to-understand dashboard that tracks key health and well-being indicators.

WebMD Content

There's no shortage of online health and well-being information, but how much time do you have to sift through it all? And how do you know if it's trustworthy? WebMD takes your input and preferences and does the upfront work for you, delivering clinically backed and easy-to-understand content that can help you meet your goals.

Mobile App

Access the best of our online wellness center from your mobile device using the Wellness at Your Side (WAYS) app.

Wellness Challenges

When you make getting healthy a group effort, it's more fun to develop healthy habits. Challenges get others around you involved and talking about progress, making well-being a natural part of your life. And best of all, you'll have a great time doing it. The mobile app makes it easy to track and upload activities anytime, anywhere—and stay one step ahead of your "competition."

Pregnancy Assistant

Through a focus on healthy lifestyle habits and prenatal care, Pregnancy Assistant helps you prepare for and enjoy a healthy pregnancy.

With fun features, engaging tools and trusted health information, Pregnancy Assistant is everything an expectant mother could want. But it's not all medical—capture your thoughts, feelings and memories in a journal, then export it all by email to cherish later.

Digital Health Assistant

What do you want to do? Eat better? Feel happier? Stop smoking? Lose weight? Whatever your goal, HealthyBlue can help you get there with enjoyable activities to help you develop habits that stick.

By setting small, attainable goals, the Digital Health Assistant keeps you engaged and motivated to make progress. Achieve health success easier and faster.



Blue Cross Blue Shield of North Dakota is an independent licensee of the Blue Cross & Blue Shield Association



HealthyBlue is part of a comprehensive health and wellness platform, BlueElements, which focuses on six dimensions of well-being—physical, social, emotional, financial, professional and environmental.

WebMD Health Services is an independent company that assists with the administration of BCBSND's health and wellness programs.