Blue Cross Well-Being

Online resources powered by Personify Health to help members get and stay healthy.

Fitness tracking — You can sync data from your fitness app or tracker to Blue Cross Well-Being. Seamlessly connect with more than 100 devices and apps, including Apple Health, Fitbit and MyFitnessPal.

Health assessment — Learn your strengths as well as areas for improvement and get personalized recommendations.

Journeys® — Over 60 lifestyle and health-related self-guided courses are available.

Tobacco Cessation Coaching — If you're ready to stop smoking, vaping or using nicotine, this program pairs you with an experienced coach who offers support personalized to your specific interests and needs. The same coach stays with you throughout your journey to quit. Connect with Tobacco Cessation Coaches by phone or through in-app messaging.

Healthy habit trackers — Get bite-size ways to build a healthy routine and improve overall well-being. Your healthy habits will be customized based on your health assessment results and the interests you set in your profile.

