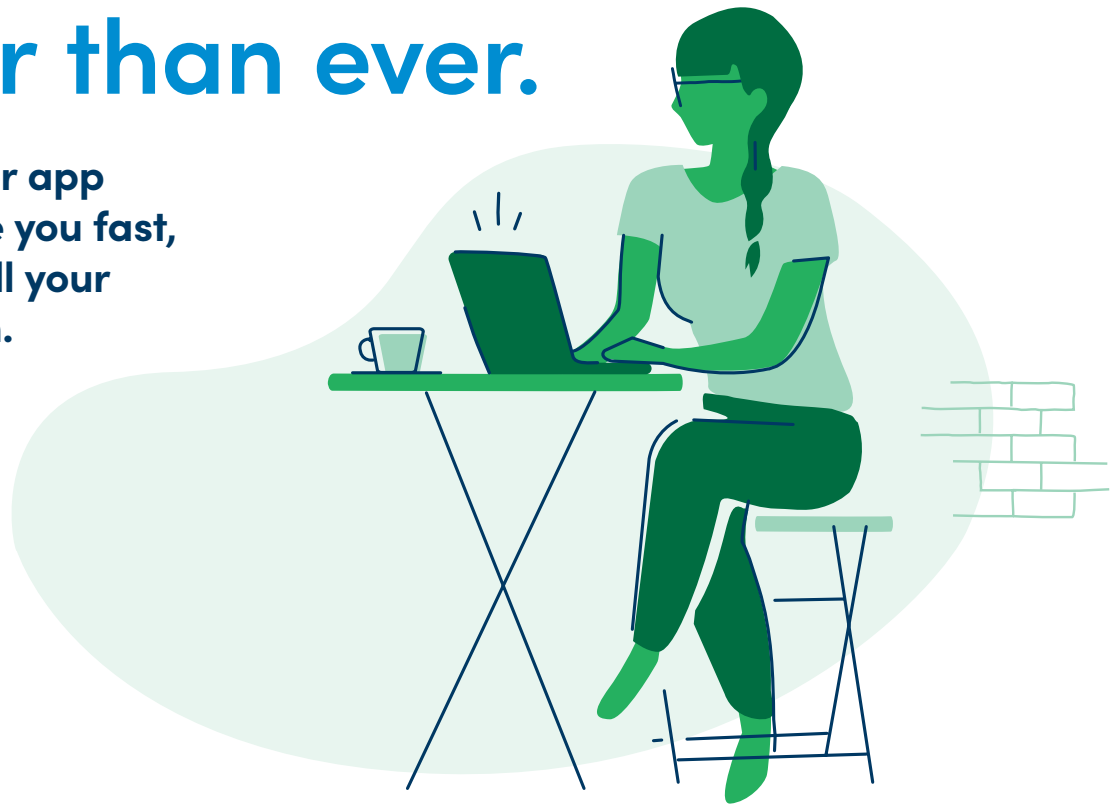


# Our digital tools make managing your plan simpler than ever.

Both our member app and website give you fast, easy access to all your plan information.



## Use both to:

- Find in-network care or compare costs of procedures.
- See recent claims activity.
- View covered family members' plan information.
- Ask Mark, our virtual chatbot, questions about your plan.
- Find answers to benefit questions.

Plus, our app lets you view your virtual member ID cards, so you always have them handy. Sign-in is quick and secure with fingerprint or face recognition.

## See for yourself.

Visit [highmark.com/blueshioldnny](https://highmark.com/blueshioldnny) or download the Highmark Plan app from the app store or Google Play. Use your login credentials from

the member website to sign in or, if you're a new member, click **Login** and then **Register** to set up your account.



Because Life.™



Because Life.™

Apple and the Apple logo are trademarks of Apple Inc., registered in the U.S. and other countries and regions. App Store is a service mark of Apple Inc. Google Play and the Google Play logo are trademarks of Google LLC.

Health benefits or health benefit administration may be provided by or through Highmark Blue Shield, Highmark Benefits Group, Highmark Health Insurance Company, Highmark Choice Company or Highmark Senior Health Company, all of which are independent licensees of the Blue Cross Blue Shield Association.

The Claims Administrator/Insurer complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: Si usted habla español, servicios de asistencia lingüística, de forma gratuita, están disponibles para usted. Llame al número en la parte posterior de su tarjeta de identificación (TTY: 711).

请注意：如果您说中文，可向您提供免费语言协助服务。请拨打您的身份证背面的号码（TTY：711）。

09/21 MX908425MCC



WELLNESS SOLUTIONS

---

# Sharecare®

YOUR PERSONALIZED  
DIGITAL HEALTH HUB



# Say hello to your online health and wellness hub.

To create an account, download the **Sharecare app** or go to **mycare.sharecare.com**. Once you're in, Sharecare's unique features can help you reach your health and wellness goals.

## RealAge® Test

Join over 45 million people who have taken the RealAge Test and see if your body is older — or younger — than you think. Then get tips on how to roll back your age.

## Green Days

Track your health goals easily by “living in the green.” Each time you reach a Green Day, you're one step closer to lowering your RealAge.

## Challenges

Enjoy some friendly competition as you strive to stay healthy.

## Other Features

Check out the **Benefits** tab within Sharecare to see what other features are available to you.

## Sharecare Windows

Focus on your mind, body, and spirit with videos and virtual reality. Take a look at the **Inspirations** feature for help reducing stress and improving relaxation.

## Customized Content

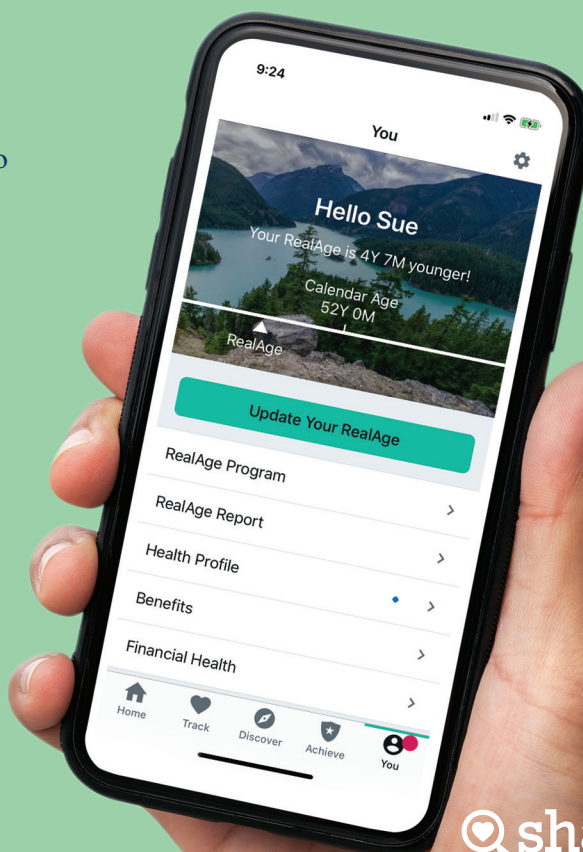
Check out articles and videos that match your personal goals. To follow specific topics, visit the **Health Topics** area.

## Financial Health Guidance

Take a quick assessment and receive additional financial content relevant to your life.

## AskMD

Looking for health advice? Type in your symptoms and get answers.





---

# It just gets better and better.

Your health plan is offering even more game-changing tools and resources.

**Check them out:**

## Support from live, online coaches and nurses

Already have a coach or nurse you enjoy working with through your health plan? No problem. Ask them about staying connected through the convenient **Coach** chat feature — which you can find under the **Achieve** tab. It makes it easy for you to reach out to them when you need a little encouragement.

Considering working with a coach or nurse for the first time? Good for you. Whether you want to eat healthier, quit smoking, or manage a chronic condition, Sharecare gives you access to experienced coaches and nurses who can help you stay on track with your health and wellness goals.

---

**Download the Sharecare app from your phone's app store to register and take the RealAge test. Or, register online at [mycare.sharecare.com](https://mycare.sharecare.com).**

**Make sure to enter your information exactly as it appears on your member ID card.**

---

Sharecare is a registered trademark of Sharecare, Inc., an independent and separate company that provides a consumer care engagement platform for your health plan. Sharecare is solely responsible for its programs and services, which are not a substitute for professional medical advice, diagnosis or treatment. Sharecare does not endorse any specific product service or treatment. Health care plans and the benefits thereunder are subject to the terms of the applicable benefit agreement.

Highmark Blue Shield of Northeastern New York is a trade name of Highmark Western and Northeastern New York Inc., an independent licensee of the Blue Cross Blue Shield Association.

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-544-2583.

注意：如果您使用繁體中文，您可以免費獲得語言援助服務。  
請致電 1-800-544-2583。

12/21 Z MX1168096-MCC





Because Life.™

WELLNESS SOLUTIONS

---

# Wellness Coaching

REACH YOUR GOALS WITH  
PERSONALIZED SUPPORT.



---

# Get personalized coaching from your own wellness coach.

A coach can create a customized plan or recommend a program to help you:

- Lose weight.
- Quit smoking.
- Sleep better.
- Reduce stress.
- Manage chronic conditions.

And more. The best part? It's all included with your health insurance.

---

Call 1-800-650-8442, Monday - Friday, to get connected with a coach or visit [HighmarkHealthCoachBSNENY.com](https://HighmarkHealthCoachBSNENY.com) to learn more.

---

Highmark Blue Shield of Northeastern New York is a trade name of Highmark Western and Northeastern New York Inc., an independent licensee of the Blue Cross Blue Shield Association.

Highmark BSNENY complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-544-2583.

注意：如果您使用繁體中文，您可以免費獲得語言援助服務。請致電 1-800-544-2583。



Because Life.™

02/22 Z MX1276758



# Save on your health journey.

Join Blue365® for FREE to get great savings on everything health.



Get great savings on all the things you need for a healthy lifestyle with Blue365. Simply register at [blue365deals.com](https://blue365deals.com) for offers like up to 55% off select Garmin and Fitbit™ products through Heart Rate Monitors USA. Or save on a new gym membership, with discounted monthly rates and 24/7 access to live and on-demand classes.

It's exclusively for members, so make sure to have your member ID handy when you sign up.

Once you've registered at [blue365deals.com](https://blue365deals.com), you'll receive weekly deals in your inbox.



Get offers from these brands and more:

*fitness your way*  
by Trivity Health

Reebok

*jenny*  
CRAIG

GARMIN.

**SKECHERS**

TruHearing

Gympass

**sunbasket**



Blue365 is a registered mark of the Blue Cross Blue Shield Association.

Highmark Blue Shield of Northeastern New York is a trade name of Highmark Western and Northeastern New York Inc., an independent licensee of the Blue Cross Blue Shield Association.

Blue365 offers access to savings on health and wellness products and services and other interesting items that Members may purchase from independent vendors, which are not covered benefits under your policies with your health plan, its contracts with Medicare, or any other applicable federal healthcare program. These products and services will be offered to you through the entire benefit year. During the year, the independent vendors may offer additional discounts on these products and services. To find out what is covered under your policies, contact your health plan. The products and services described on the Site are neither offered nor guaranteed under your Blue Company's contract with the Medicare program. In addition, they are not subject to the Medicare appeals process. Any disputes regarding your health insurance products and services may be subject to your health plan's grievance process. BCBSA may receive payments from vendors providing products and services on or accessible through the Site. Neither BCBSA nor any Blue Company recommends, endorses, warrants, or guarantees any specific vendor, product or service available under or through the Blue365 Program or Site.



## Support is always here with Baby BluePrints®.

Everyone's pregnancy journey is different. Which is why, when you're expecting, you should have personalized support at each step.

That's what you get with Baby BluePrints. This online program offers educational info on all aspects of pregnancy, plus one-on-one support from a women's health specialist.

It's totally covered by your health plan, and has everything you need to stay calm, confident, and informed while you wait for your little one to arrive.

### Enrolling is easy.

You can sign up at any point during your pregnancy, but earlier is better to make the most of the program.

**Just call 1-866-918-5267 to get started.**



Because Life.™

Baby Blueprints is a registered mark of the Blue Cross Blue Shield Association.

Highmark Blue Shield of Northeastern New York (Highmark BSNENY) is a trade name of Highmark Western and Northeastern New York Inc., an independent licensee of the Blue Cross Blue Shield Association.

Highmark BSNENY complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-844-639-2440 (TTY 711).

**注意：**如果您使用繁體中文，您可以免費獲得語言援助服務。請致電 1-800-888-1238 (TTY 711)。