



Blue365 Overview & User Guide

Blue Cross Blue Shield Association is an Association of independent Blue Cross and Blue Shield companies.



EXCLUSIVE DEALS FOR BCBS MEMBERS!

What is BLUE365?



Blue365 is an online program that provides eligible BCBS members discounts on health and wellness products and services, including: gym memberships, fitness equipment, meal kits, eyewear, hearing aids, personal care items and much more!

It is free to register and unlike some other discount programs, there's no need to earn rewards or points in order to take advantage of these exclusive deals—you can start saving immediately!

The following pages include a user guide to help you navigate the site.

Table of Contents

As a Blue Cross Blue Shield member, you can access deals and discounts on health and wellness products and services from leading brands.

This user guide will provide an overview on how to navigate the site.

USER GUIDE CONTENTS

Register for Blue365

Find & Redeem Blue365 Offers

Redeem Gym Membership Offers

Access Educational Content

Update Your Profile

Reset Your Password

Contact Us

REGISTER FOR BLUE365

REGISTER FOR BLUE365

STEP 1

Verify Member Access

In order to access the great deals on Blue365, you must register by following the steps in the next few pages.

Make sure to have your BCBS member ID card handy as you will need it during the registration process.



1

Visit Blue365Deals.com
and click on “Join” or
“Join Blue365” button

REGISTER FOR BLUE365

STEP 1

Verify Member Access (continued)

2 Enter your 3-digit BCBS member ID card prefix¹

BlueCross BlueShield	
Member Name	Dependents
Member ID	Dependent One
XYZ 23456789	Dependent Two
Group No. 023457	Dependent Three
BLN 987654	Plan PPO
Benefit Plan HIOP	Office Visit \$15
Effective Date 01/01/00	Specialist Copay \$15
Plan Code 123	Emergency \$75
	Deductible \$50

PPO R

3 Enter a valid email (this will be your username)

4 Enter a password that is at least 8 characters, use at least one number, one lowercase letter, one uppercase letter, and one symbol such as !@#%

5 Click on "Continue"

BlueCross BlueShield | Blue365

Search [] JOIN SIGN IN

ALL DEALS APPAREL & FOOTWEAR FITNESS HEARING & VISION HOME & FAMILY NUTRITION PERSONAL CARE TRAVEL

Join Blue365

1 Verify Member Access 2 Complete Profile 3 Personalize Your Experience

Verify Member Access

Required fields are marked with an asterisk *

3-digit ID card prefix *
The first 3 characters in your member ID card

Email *
name@domain.com

Where can I find this?
Requirements: Password must be at least 8 characters long and contain at least one number and one letter.

Password * Strength: Confirm password * Passwords match:

☐ Show passwords

CONTINUE

Why Join Blue365?

- The Best Savings**
Better discounts than you can find elsewhere
- Exclusive Offers**
Find deals only available to Blue365 members
- Year-Round Discounts**
No "deals of the day," save year-round with no limits on savings

1. If you do not have a prefix, contact us at support@blue365deals.com.

REGISTER FOR BLUE365

STEP 2

Complete Profile

1 Provide your information

Asterisks indicate required fields

2 Accept terms

Check boxes to confirm



3 Click on "Continue"



Complete Profile

Required fields are marked with an asterisk *

First Name *	Last Name *
<input type="text"/>	<input type="text"/>
Zip Code *	Language *
<input type="text" value="ex: 12345"/>	<input type="text" value="- Select -"/>
Birth Year *	Gender *
<input type="text" value="- Select -"/>	<input type="text" value="- Select -"/>
Mobile Phone (Optional)	Referral Code (Optional)
<input type="text" value="ex: 555-123-4567"/>	<input type="text" value="ex: ABC123"/>

Exclusive Discounts from Top Brands

Plus 100+ other brands you know and love

Accept Authorization and Terms

Member and Communications Authorization [Print this Authorization](#)

By clicking on the "REGISTER" button after reading this:

- I authorize my local Blue Company to disclose to the Blue Cross Blue Shield Association ("BCBSA") information about me so that BCBSA can make special discounts and offers available to me, including, but not limited to, my name, e-mail address, age, zip code, and status as a member of my local Blue Company;
- I authorize both BCBSA and my local Blue Company to send me communications about these special discounts and offers; I acknowledge that some of the offers and discounts are not health related and that BCBSA may receive payments from Blue365 vendors under the Blue365 program; and

☐ I have read, considered, understand and agree to the entire contents of the Member and Communications Authorization that appears in the scroll down authorization. I understand that, by clicking on the "REGISTER" button, below, I am confirming my authorization for the use and disclosure of information about me, as described therein. *

☐ I have read and agree to Blue365's [Terms of Use](#) and [Privacy Policy](#). *

REGISTER FOR BLUE365

STEP 3

Personalize Your Experience

Help Us Find You the Right Deals

Required fields are marked with an asterisk *

Q1. How much do you agree or disagree with the following statements? *

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I pay close attention to my health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating healthy is important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to buy things in the spur of the moment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am usually the first to try new products/technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media is engrained in my day-to-day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q2. Please select which characteristic you feel describes you best. *

Adventurer Completely describes me <input type="radio"/>	Adventurer Somewhat describes me <input type="radio"/>	Creature of habit Somewhat describes me <input type="radio"/>	Creature of habit Completely describes me <input type="radio"/>
---	---	--	--

Q3. How concerned are you about the ability to pay for your health care? *

Very concerned <input type="radio"/>	Somewhat concerned <input type="radio"/>	Neutral <input type="radio"/>	Not very concerned <input type="radio"/>	Not at all concerned <input type="radio"/>
--	--	---	--	--

[BACK](#) [COMPLETE REGISTRATION](#)

1

**Answer the
3 questions**

on the screen to help
us personalize your
experience on the website

2

**Click on “Complete
Registration”**

FIND & REDEEM **BLUE365** OFFERS



Blue365.

FIND & REDEEM BLUE365 OFFERS

FIND Offers

There are multiple ways to find the deals on Blue365. Follow the instructions for different ways you can find the offers you are looking for.

OPTION 1

Click on All Deals

to find all of the deals available to you on Blue365

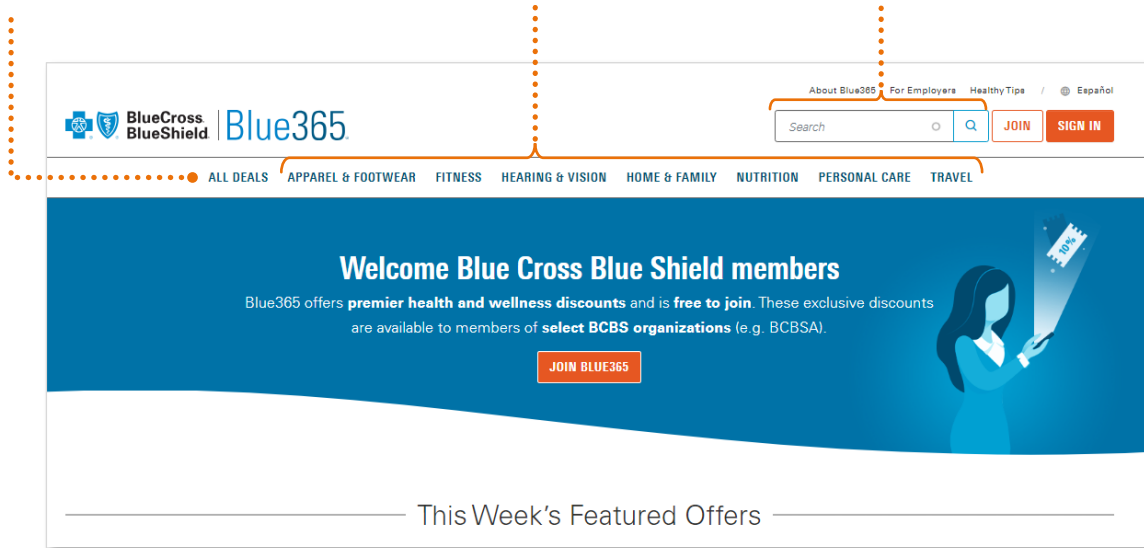
OPTION 2

Click on one category in the navigation to find deals specific to that category (i.e. Fitness offers)

OPTION 3

Search for an offer directly

You can search by partner (i.e. Garmin) or more broadly (i.e. wearable devices)



FIND & REDEEM BLUE365 OFFERS

FIND Offers

(continued)

OPTION 4

Use sidebar to filter results

Deals can be narrowed down by category, timeframe, popularity, keyword and location.

CATEGORY

- ☐ Apparel & Footwear (7)
- ☐ Fitness (26)
- ☐ Hearing & Vision (12)
- ☐ Home & Family (19)
- ☐ Nutrition (14)
- ☐ Personal Care (17)
- ☐ Travel (8)
- ☐ Wellness Card (10)

SORT

- ☐ Expiring Soon
- ☐ Newest
- ☐ Best Sellers

KEYWORD

GO

LOCATION

- Any -


FITNESS

GARMIN


Save up to 20% Off Garmin Devices

DETAILS

7.8k Favorites



FITNESS



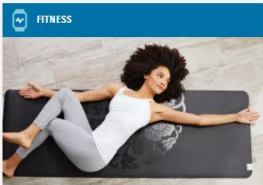
The Active&Fit Direct Program

Fall for a Flexible Fitness Program- Choose from 12,200+ gyms for just \$28/Month!

DETAILS

9.5k Favorites

FITNESS



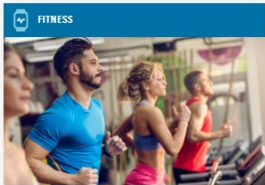
Gaiam

25% Off Premium Yoga Mats and Work From Home Essentials

DETAILS

3.6k Favorites

FITNESS



Fitness Your Way™ by Tivity Health™

Access Thousands of Gyms with Packages Starting at Just \$19/Month

DETAILS

11.0k Favorites

FIND & REDEEM BLUE365 OFFERS

REDEEM Online Offers

Most offers on Blue365 can be redeemed online. There are a handful of offers that also allow you to print a coupon and take it directly to a storefront. **Instructions for how to redeem an offer are always on the right hand side of the page.**

If an in-person redemption (coupon) option is available for an offer, you will always see that as part of the redemption steps.

Please Note: You must be registered or logged-in to view the redemption instructions.

30% Off Select Men's and Women's Styles plus Free Shipping

13.9k Add to your Favorites More in Apparel & Footwear

SKECHERS

30% OFF

REDEEM

Follow these steps to redeem this offer:

To redeem online:

1. Click "Go to Partner Site" to be directed to the SKECHERS website.

GO TO PARTNER SITE

Follow these steps to redeem this offer:

To redeem at any SKECHERS store:

1. Click "Print Coupon" to print coupon or take a picture of it with your mobile device.
2. Present coupon and your BCBS membership ID card at the SKECHERS retail location to receive discount.

PRINT COUPON

OPTION 2 Redeem with a Coupon

If an offer has an in-person redemption such as a coupon you can use at a store, click on the "Print Coupon" button to produce a printable PDF coupon.

OPTION 1 Redeem Online

1. For an online redemption, follow the steps under Redeem and click on "Go to Partner Site"
2. You will be notified that you are leaving the Blue365 site to go to our partner's site to redeem your offer. Click on "Continue"
3. Some offers may have a promo code that you will need to enter upon checkout on our partner's sites.


FIND & REDEEM BLUE365 OFFERS


REDEEM via Toll-Free-Number

In a limited number of cases, you may be required to call a vendor's toll-free number to redeem your offer.

Free Hearing Screening and Set Discounted Prices on Hearing Aids

♥ 2.0k [Add to your Favorites](#) | More in [Hearing & Vision](#)





REDEEM

Follow these steps to redeem this offer:

1. Click "Go to partner site" to be directed to the Beltone website.
2. Call **1-888-418-6763** to find your nearest Beltone location.
3. Call the location to set up an appointment for a free hearing screening.
4. Present your Blue Cross Blue Shield member ID card to your appointment.

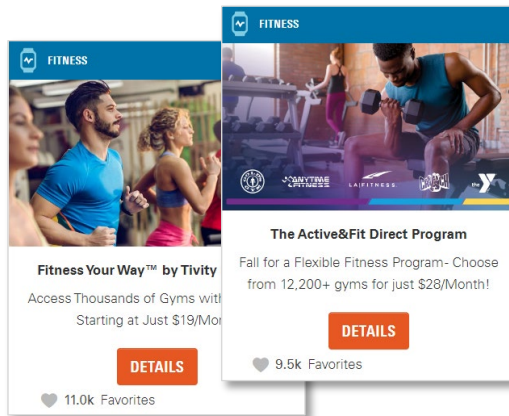
[GO TO PARTNER SITE](#) ➔

Call the toll-free number
and follow the instructions
provided by the representative.

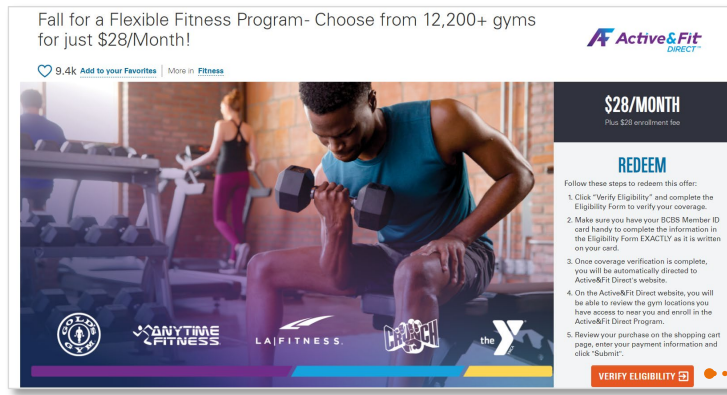
REDEEM **BLUE365** GYM MEMBERSHIP OFFERS

REDEEM A GYM MEMBERSHIP OFFER

For gym offers with **Active&Fit Direct** and **Fitness Your Way by Tivity Health**, you need to **confirm active coverage before redeeming**.



1 Click on “Details” for selected gym offer.



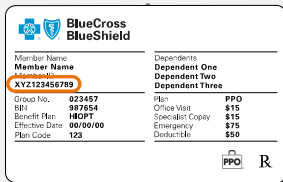
2 Read the offer, terms/conditions, and redemption instructions.

3 Click on “Verify Eligibility”

REDEEM A GYM MEMBERSHIP OFFER

Our primary gym offers

(continued)



You will need your BCBS Member ID Card to complete the gym registration process

COVERAGE VERIFICATION

Ruiz-Toro, we need to confirm your Blue Cross and Blue Shield of Illinois coverage to redeem this offer. Please complete the form below with the EXACT information as it is written on your **Blue Cross and Blue Shield of Illinois Member ID card**.

Required fields are marked with an asterisk *

Are you the health insurance plan subscriber, or a dependent of the account? *

☒ Subscriber ☐ Dependent

Subscriber Information

First Name * Middle Name Last Name *

John Doe

Birth Month * Birth Day * Birth Year *

- Month- - Day- 1990

Identification Number *

XYZ123456789

Gender * Email Address *

Male

VERIFY YOUR ELIGIBILITY

COVERAGE VERIFICATION

Congratulations John Smith, the verification process is complete.
You will now be transferred to our Partner's site to complete your redemption.

BY CLICKING "CONTINUE" BELOW, I UNDERSTAND:

I am leaving the Blue365 website (the "Site") to go to the website of an independent vendor, subject to the terms, conditions and privacy policy of that vendor's website. Blue365 offers access to savings on items that Members may purchase directly from independent vendors, vouchers and coupons which can be used to obtain products and services from independent vendors, and other options to encourage healthy living, all of which are different from items that are covered under your policies with your independent, local Blue Company, its contracts with Medicare, or any other applicable federal healthcare program. To find out what is covered under your policies, call your Blue Company. 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 these products and services may be subject to your Blue Company's grievance process. Blue Cross and Blue Shield Association (BCBSA) may receive payments from Blue365 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.

CONTINUE

4

Enter your information

on Coverage Verification page. Required fields are noted with an asterisk (*).

Pro tip: Make sure your BCBS Member ID Card you enter here matches the first three digits that you registered for Blue365 with – visit [Update Your Profile](#) for more information.

5

Click on “Verify Your Eligibility”

to complete the eligibility check.

6

Click on “Continue”

to be taken to the gym partner's page to complete your registration.

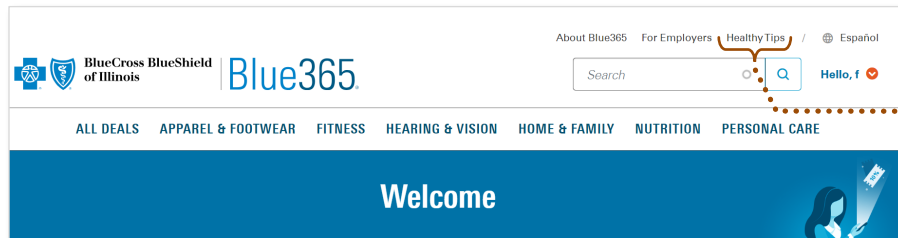
ACCESS **BLUE365** EDUCATIONAL CONTENT

ACCESS EDUCATIONAL CONTENT

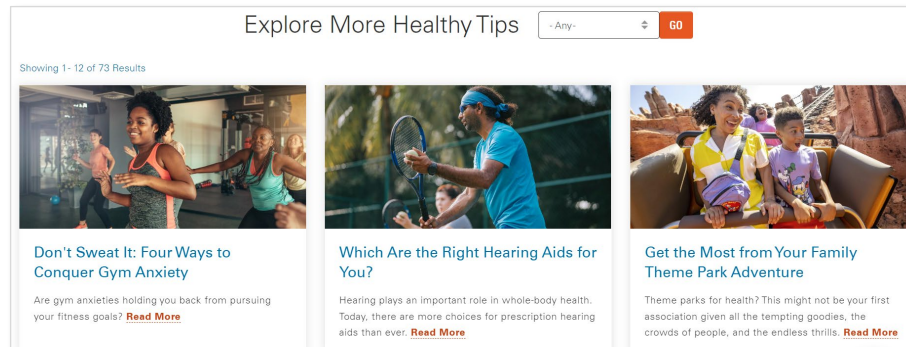
View Healthy Tips newsletters

In addition to great deals and discounts, Blue365 offers a monthly newsletter with tips to help you live a healthier life.

NOTE: Healthy Tips are also distributed via email every month



1 Click on “Healthy Tips” on the top right corner of the page



2 Browse through the monthly articles to find topics that may be relevant to you

UPDATE YOUR **BLUE365** PROFILE

UPDATE YOUR PROFILE ON BLUE365

Note:

If you registered for Blue365 directly through your BCBS Plan's member portal, your profile details will be greyed out. To update your profile, contact your BCBS company to update that information.

The screenshot shows the Blue365 website interface. At the top, there's a navigation bar with the BlueCross BlueShield of Illinois logo and the Blue365 brand name. A search bar is located next to the logo. To the right of the search bar, there's a user greeting "Hello, f" with a dropdown arrow. Below the navigation bar, there's a "Welcome" banner. A dropdown menu is open, showing options: "My Account", "Profile", "Favorite Offers", "Redeemed Offers", and "Sign Out". The "Profile" option is highlighted. Below the banner, there's a "Update My Profile" form. The form contains fields for "First Name", "Last Name", "Email", "Mobile Phone (Optional)", "Birth Year", "ZIP Code", "Gender", "Language", and "Member ID Prefix". The "First Name" field contains the letter "f". The "Email" field contains "fra43892302480@gmail.com". The "Birth Year" field contains "1989". The "ZIP Code" field contains "60516". The "Gender" field contains "Male". The "Language" field contains "English". The "Member ID Prefix" field contains "XXXX". Below the form, there's a checkbox labeled "I agree to receive advertisements and telemarketing text messages using an automated texting message system to the mobile telephone number I entered above. I understand this authorization is optional and I am not required to agree to receive text messages as a condition of purchasing any property, goods, or services." The checkbox is checked. At the bottom right of the form, there are two buttons: "CANCEL" and "SAVE".

- 1 Click on your name next to the search bar
- 2 Click on "Profile"
- 3 Update through the monthly articles to find topics that may be relevant to you*
- 4 Click "Save"

RESET YOUR BLUE365 PASSWORD

RESET YOUR PASSWORD ON BLUE365

1

Visit

<https://www.blue365deals.com/account/reset-password> and enter the email address you registered with on the field marked as "Email" and click **"Reset Password"**

The screenshot shows the Blue365 website header with the BlueCross BlueShield logo and navigation links. The main heading is "Reset Your Password". Below it is a form with a label "Email *" and a text input field containing "name@domain.com". An orange button labeled "RESET PASSWORD" is at the bottom of the form.

2

You will get an email to help you reset your password. Click on **"Reset Password"** in the email.

The email header includes the BlueCross BlueShield logo and the text "Reset your password". The body of the email says "Hi Francisco," followed by a paragraph: "A password reset request was made for your Blue365 account. Please click on the button below to reset your password. If you did not make this request, please contact us immediately at support@blue365deals.com or call us at 1 (855) 511-BLUE (2583)." An orange button labeled "RESET PASSWORD" is at the bottom.

3

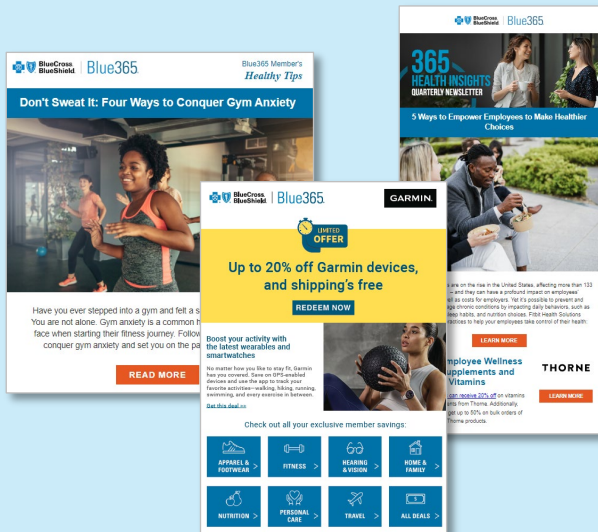
Enter new password and repeat. Click on **"Reset Password"**

The form has the heading "CREATE A NEW BLUE365 PASSWORD". Below it is a paragraph of text explaining the importance of security and providing instructions for creating a new password. At the bottom, there are two text input fields: "New password" and "Repeat password", each with a strength indicator icon. An orange button labeled "RESET PASSWORD" is at the very bottom.

STAY IN THE LOOP

on the latest offers with a **weekly email** you will receive upon registration, highlighting deals available on Blue365.

Additionally, you can receive a monthly email with **healthy tips**. **Employer content** also available via our B2B newsletter.



QUESTIONS?

If you have any issues registering, redeeming an offer, updating your profile or any other issue, please contact us:

Support@blue365deals.com

© 2023 Blue Cross and Blue Shield Association—All Rights Reserved. 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 local Blue Company, 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 local Blue Company. 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 Blue Company'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.