



BlueCross
BlueShield

| Blue365

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](#)

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[Redeem Gym Membership Offers](#)

[Access Educational Content](#)

[Update Your Profile](#)

[Reset Your Password](#)

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REGISTER FOR BLUE365



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.



BlueCross BlueShield | Blue365

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

Welcome Blue Cross Blue Shield members

Blue365 offers **premier health and wellness discounts** and is **free to join**. These exclusive discounts are available to members of select BCBS organizations (e.g. BCBSA).

JOIN BLUE365

This Week's Featured Offers

ALL DEALS APPAREL & FOOTWEAR FITNESS HEARING & VISION HOME & FAMILY NUTRITION

PERSONAL CARE

PHILIPS sonicare

20% Off Philips Sonicare Oral Care Products

DETAILS 72K Favorites

1

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

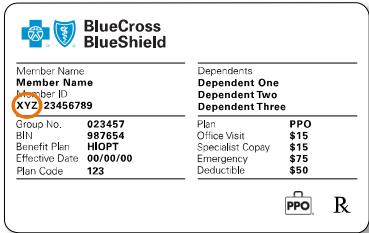
REGISTER FOR BLUE365

STEP 1

Verify Member Access (continued)

2

Enter your 3-digit BCBS member ID card prefix¹



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”

The screenshot shows the 'Join Blue365' registration process. Step 1: Verify Member Access. The user is prompted to enter their 3-digit ID card prefix (circled in orange) and a valid email address. Below the fields, requirements for a password are listed: "Password must be at least 8 characters long and contain at least one number and one letter." A 'CONTINUE' button is at the bottom. The top navigation bar includes links for ALL DEALS, APPAREL & FOOTWEAR, FITNESS, HEARING & VISION, HOME & FAMILY, NUTRITION, PERSONAL CARE, and TRAVEL. A 'Join' and 'SIGN IN' button are also visible.

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 *
Zip Code *	Language *
Birth Year *	Gender *
Mobile Phone (Optional)	Referral Code (Optional)

Exclusive Discounts from Top Brands

ActiveFit, GARMIN, Reebok, Blue Apron

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](#). *

[BACK](#) [CONTINUE](#)

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"/>
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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)



The screenshot shows the Blue365 website homepage. At the top, there is a navigation bar with links for 'About Blue365', 'For Employers', 'HealthyTips', 'Español', 'Search' (with a magnifying glass icon), 'JOIN' (in a red box), and 'SIGN IN'. Below the navigation bar, the BlueCross BlueShield logo and the 'Blue365' logo are displayed. The main content area features a blue background with the text 'Welcome Blue Cross Blue Shield members'. It mentions 'premier health and wellness discounts' and 'free to join'. It also states that these discounts are available to members of 'select BCBS organizations' (e.g. BCBSA). A 'JOIN BLUE365' button is located at the bottom of this section. To the right, there is an illustration of a woman holding a smartphone with a 10% discount offer on the screen. Below the main content, a horizontal line with the text 'This Week's Featured Offers' is visible.

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

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 picture 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](#)



Beltone™

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.

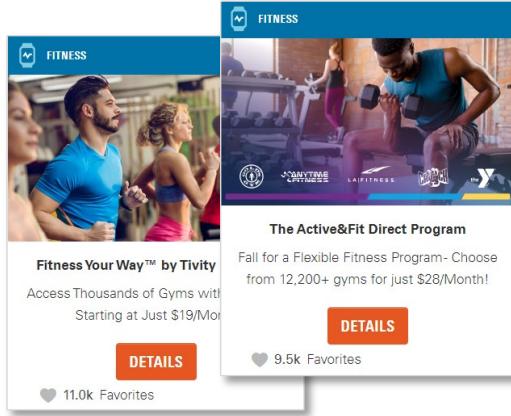
REDEEM **BLUE365** GYM MEMBERSHIP OFFERS



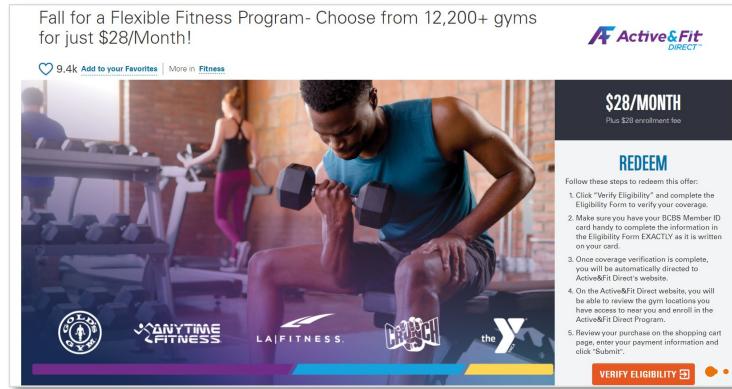
Blue365.

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.

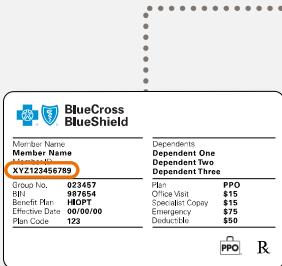


2 Read the offer, terms/conditions, and redemption instructions.

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 *: John Middle Name: Last Name *: Doe

Birth Month *: - Month - Birth Day *: - Day - Birth Year *: 1990

Identification Number *: XY123456789

Gender *: Male Email Address *: [redacted]

VERIFY YOUR ELIGIBILITY

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.

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

6

Click on “Continue” to be taken to the gym partner's page to complete your registration.

ACCESS **BLUE365** EDUCATIONAL CONTENT



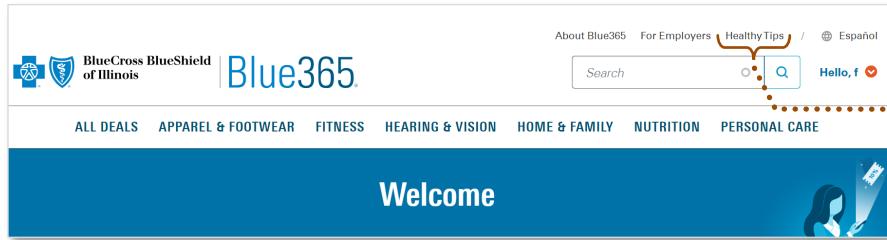
Blue365.

ACCESS EDUCATIONAL CONTENT

View Healthy Tips newsletters

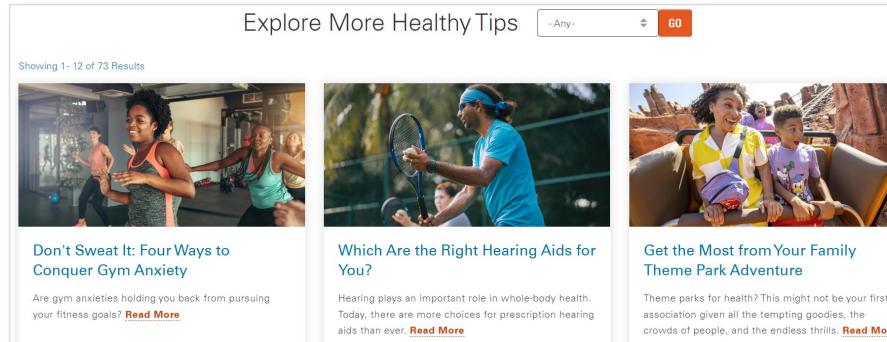
In addition to great deals and discounts, Blue365 offers a monthly newsletter with tips to help you live a healthier life.

NOTE: Healthy Tips are also distributed via email every month



1

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



2

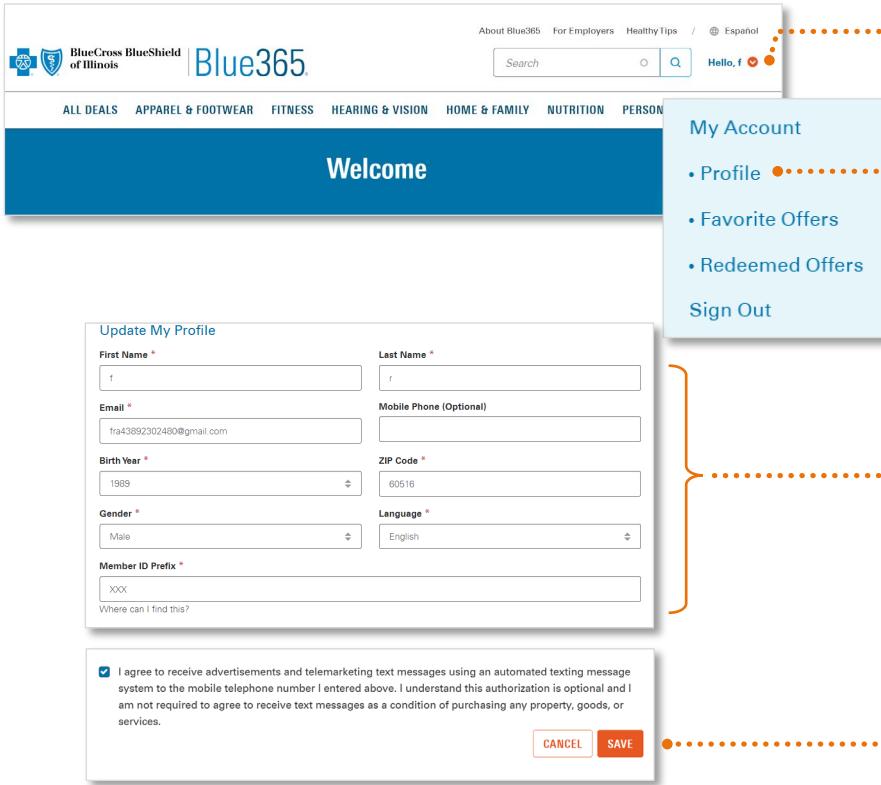
Browse through the monthly articles to find topics that may be relevant to you

UPDATE YOUR BLUE365 PROFILE



Blue365[®]

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.

Update My Profile

First Name *: f

Last Name *: r

Email *: fra43892302480@gmail.com

Mobile Phone (Optional):

Birth Year *: 1989

ZIP Code *: 60516

Gender *: Male

Language *: English

Member ID Prefix *: XXX

Where can I find this?

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.

CANCEL **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

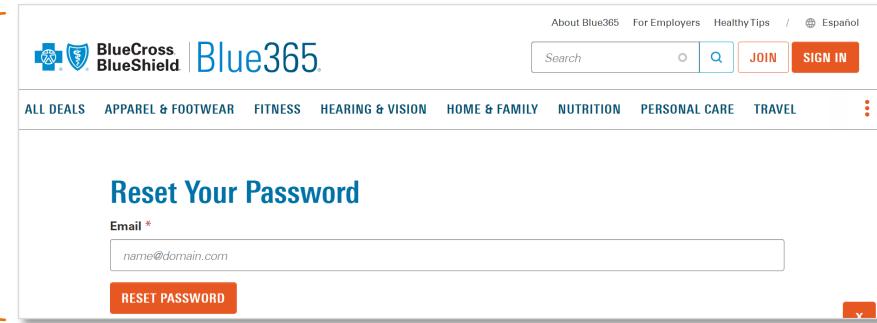


Blue365.

RESET YOUR PASSWORD ON BLUE365

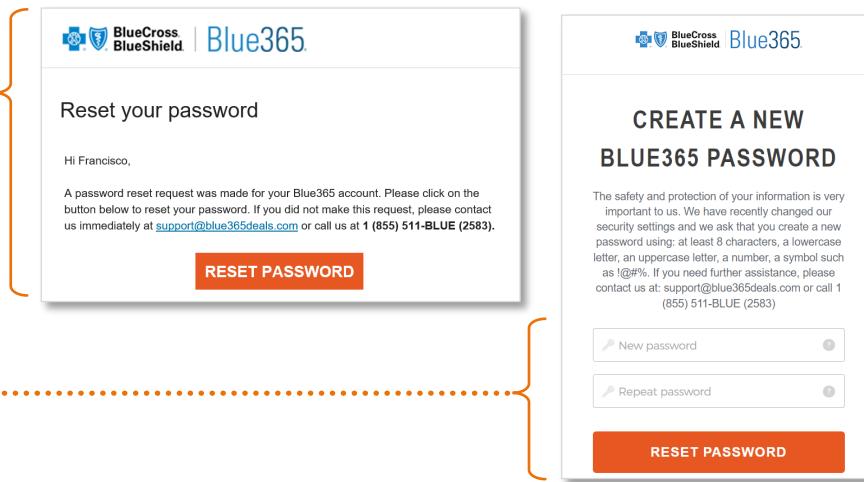
1

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"



2

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



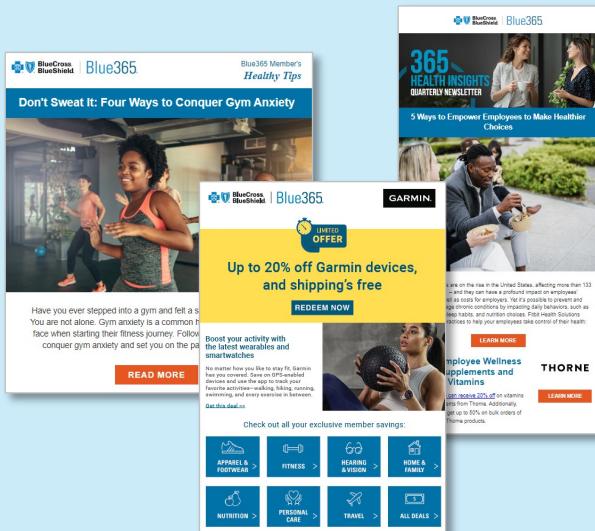
3

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

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.



The image displays three examples of Blue365 emails:

- Blue365 Member's Healthy Tips:** "Don't Sweat It: Four Ways to Conquer Gym Anxiety". It features a woman in a gym and text about conquering anxiety.
- 365 Health Insights Quarterly Newsletter:** "5 Ways to Empower Employees to Make Healthier Choices". It shows two women talking and text about healthy choices.
- B2B Newsletter:** "Up to 20% off Garmin devices, and shipping's free". It features a man eating a sandwich and text about Garmin devices.

Each email includes the BlueCross BlueShield and Blue365 logos.



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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 appeals 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.