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# 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?

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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.

# WELCOME TO BLUE365

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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.*

BlueCross BlueShield Blue365

About Blue365 For Employers Healthy Tips / Español

Search [ ] [ ] JOIN SIGN IN

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](https://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 prefix<sup>1</sup>

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

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

Email \* [ name@domain.com ]

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, call 855-511-BLUE for assistance or contact us at [support@blue365deals.com](mailto:support@blue365deals.com).

# REGISTER FOR BLUE365

## STEP 2

### Complete Profile

**1 Provide your information**  
Asterisks indicate required fields

### Complete Profile

Required fields are marked with an asterisk \*

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

### Exclusive Discounts from Top Brands

ActiveFit BEST 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](#). \*

**2 Accept terms**  
Check boxes to confirm

**3 Click on "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. \***

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

# 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 interface. At the top left is the BlueCross BlueShield logo and the Blue365 text. On the right, there are links for 'About Blue365', 'For Employers', and 'Healthy Tips', along with a language selector for 'Español'. Below these is a search bar with a 'Search' input field, a magnifying glass icon, and 'JOIN' and 'SIGN IN' buttons. A horizontal navigation menu below the search bar includes: 'ALL DEALS', 'APPAREL & FOOTWEAR', 'FITNESS', 'HEARING & VISION', 'HOME & FAMILY', 'NUTRITION', 'PERSONAL CARE', and 'TRAVEL'. The 'ALL DEALS' link is highlighted with a red dot and a line connecting to the 'Click on All Deals' instruction. The 'FITNESS' link is also highlighted with a red dot and a line connecting to the 'Click on one category' instruction. The search bar is highlighted with a red box and a line connecting to the 'Search for an offer directly' instruction. Below the navigation menu is a blue banner with the text 'Welcome Blue Cross Blue Shield members' and '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).'. A 'JOIN BLUE365' button is located at the bottom of the banner. Below the banner is a section titled 'This Week's Featured Offers'.

# 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.

The screenshot displays the Blue365 fitness offers interface. On the left is a sidebar with the following sections:

- 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**
  - Input field with a "GO" button.
- LOCATION**
  - Dropdown menu showing "- Any -".

The main content area features four offer cards:

- Garmin:** "Save up to 20% Off Garmin Devices" with 7.8k Favorites. Image shows two women meditating.
- The Active&Fit Direct Program:** "Fall for a Flexible Fitness Program- Choose from 12,200+ gyms for just \$28/Month!" with 9.5k Favorites. Image shows a man and woman at a gym.
- Gaiam:** "25% Off Premium Yoga Mats and Work From Home Essentials" with 3.6k Favorites. Image shows a woman on a yoga mat.
- Fitness Your Way™ by Tivity Health™:** "Access Thousands of Gyms with Packages Starting at Just \$19/Month" with 11.0k Favorites. Image shows people at a gym.

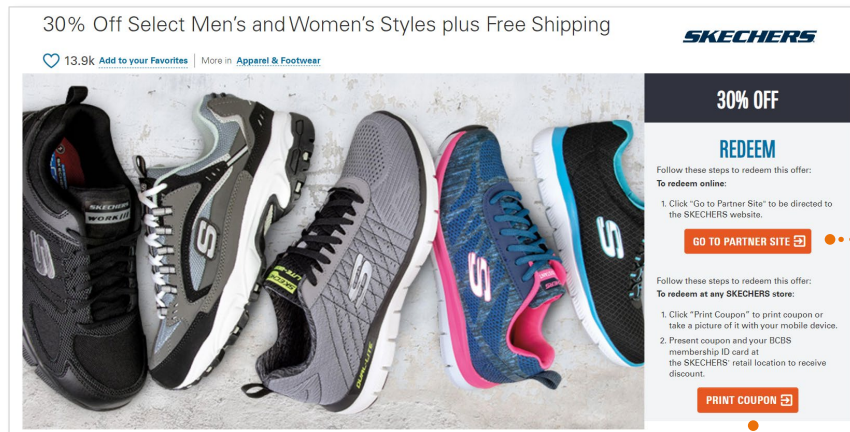
# FIND & REDEEM BLUE365 OFFERS

## 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.



The screenshot shows a promotional banner for Skechers shoes. The headline reads "30% Off Select Men's and Women's Styles plus Free Shipping". Below the headline, there is a heart icon, the text "13.9k Add to your Favorites", and a link "More in Apparel & Footwear". The main image displays five different styles of Skechers sneakers. On the right side of the banner, there is a dark blue box with the Skechers logo at the top, followed by "30% OFF" in white. Below that, the word "REDEEM" is written in blue. Underneath, it says "Follow these steps to redeem this offer:" and "To redeem online:". This is followed by a numbered list: "1. Click 'Go to Partner Site' to be directed to the SKECHERS website." Below the list is an orange button with the text "GO TO PARTNER SITE" and a right-pointing arrow. Further down, it says "Follow these steps to redeem this offer:" and "To redeem at any SKECHERS store:". This is followed by a numbered list: "1. Click 'Print Coupon' to print coupon or take a picture of it with your mobile device." and "2. Present coupon and your BCBS membership ID card at the SKECHERS' retail location to receive discount." Below this list is another orange button with the text "PRINT COUPON" and a right-pointing arrow. Dotted orange lines connect the "GO TO PARTNER SITE" button to the "OPTION 1" heading and the "PRINT COUPON" button to the "OPTION 2" heading.

### 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

# 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**.

The screenshot shows a mobile app interface for a gym offer. At the top, there's a blue header with a logo and the word 'FITNESS'. Below the header is a large image of a man and a woman in a gym setting. Underneath the image, the text reads: 'Fitness Your Way™ by Tivity', 'Access Thousands of Gyms with', and 'Starting at Just \$19/Mo'. There is a red 'DETAILS' button. Below the button, it says '11.0k Favorites'. To the right of the main image, there's a smaller image of a man lifting weights, with the text: 'The Active&Fit Direct Program', 'Fall for a Flexible Fitness Program- Choose from 12,200+ gyms for just \$28/Month!', and another red 'DETAILS' button. Below this button, it says '9.5k Favorites'.

1

Click on “Details” for selected gym offer.

The screenshot shows the 'REDEEM' page for the gym offer. At the top, it says 'Fall for a Flexible Fitness Program- Choose from 12,200+ gyms for just \$28/Month!'. Below this, there's a blue header with the 'Active&Fit DIRECT' logo. The main content area features a large image of a man lifting weights. To the right of the image, it says '\$28/MONTH' and 'Plus \$28 enrollment fee'. Below this, the word 'REDEEM' is written in blue. Underneath, there's a list of five steps to redeem the offer. At the bottom right, there is a red 'VERIFY ELIGIBILITY' button with a checkmark icon.

2

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

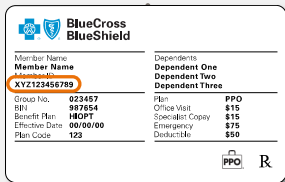
3

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

Hi 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 \* ①

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.



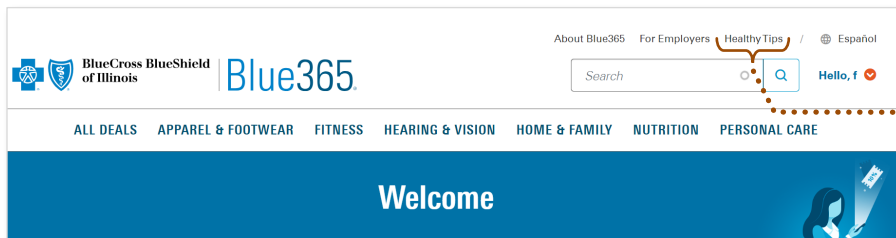
# ACCESS **BLUE365** EDUCATIONAL CONTENT

# ACCESS EDUCATIONAL CONTENT

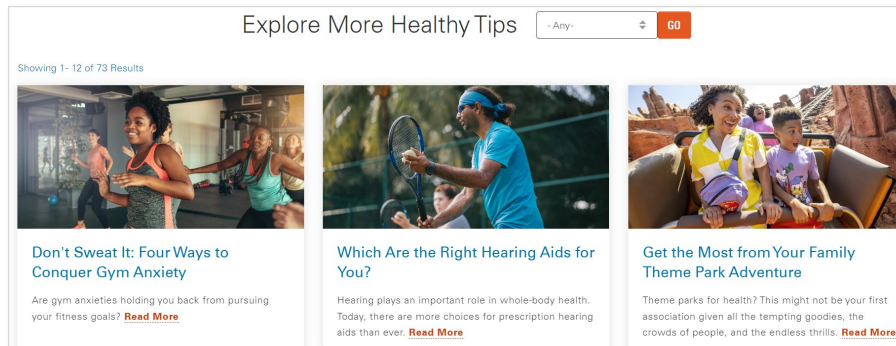
## View Healthy Tips newsletters

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



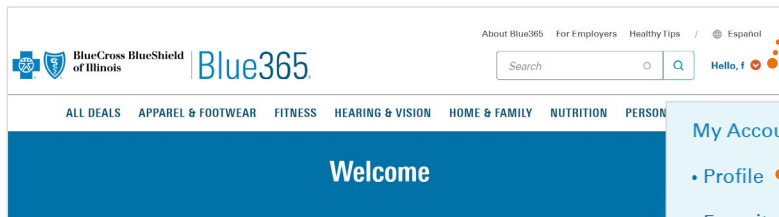
**1** Click on “Healthy Tips” on the top right corner of the page



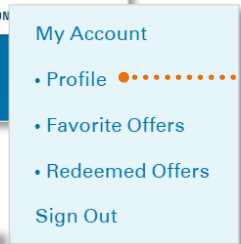
**2** Browse through the monthly articles to find topics that may be relevant to you

# UPDATE YOUR **BLUE365** PROFILE

# UPDATE YOUR PROFILE ON BLUE365



1 Click on your name next to the search bar



2 Click on "Profile"

The "Update My Profile" form contains several input fields: "First Name" (with a dropdown arrow), "Last Name" (with a dropdown arrow), "Email" (with a dropdown arrow), "Mobile Phone (Optional)", "Birth Year" (with a dropdown arrow), "ZIP Code" (with a dropdown arrow), "Gender" (with a dropdown arrow), "Language" (with a dropdown arrow), and "Member ID Prefix" (with a dropdown arrow). Below the form is a checkbox for a marketing consent and "CANCEL" and "SAVE" buttons.

3 Update through the monthly articles to find topics that may be relevant to you\*

4 Click "Save"

## 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.

# 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 logo and navigation links. Below the header is a search bar and 'JOIN' and 'SIGN IN' buttons. The main content area is titled 'Reset Your Password' and features an 'Email' input field with a placeholder 'name@domain.com' and a 'RESET PASSWORD' button.

2

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

The email header includes the Blue365 logo. The body text reads: 'Reset your password', 'Hi Francisco,', and '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](mailto:support@blue365deals.com) or call us at 1 (855) 511-BLUE (2583)'. A 'RESET PASSWORD' button is located at the bottom.

3

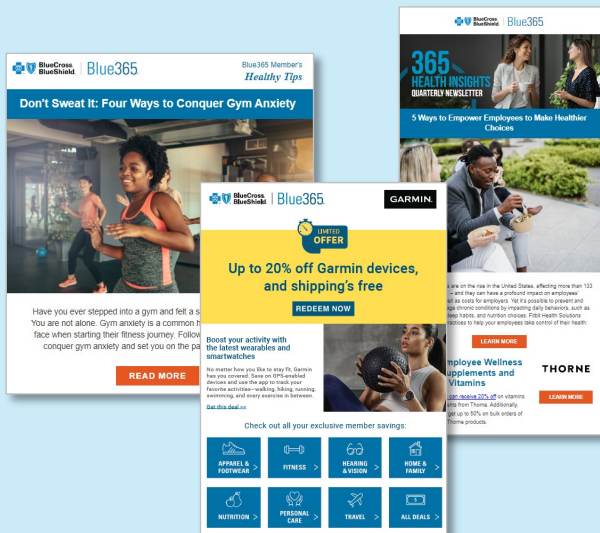
Enter new password and repeat. Click on “Reset Password”

The form is titled 'CREATE A NEW BLUE365 PASSWORD'. It includes a paragraph of text: 'The safety and protection of your information is very important to us. We have recently changed our security settings and we ask that you create a new password using: at least 8 characters, a lowercase letter, an uppercase letter, a number, a symbol such as !@#%. If you need further assistance, please contact us at: [support@blue365deals.com](mailto:support@blue365deals.com) or call 1 (855) 511-BLUE (2583)'. Below the text are two input fields: 'New password' and 'Repeat password', each with a strength indicator. A 'RESET PASSWORD' button is at the 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](mailto:Support@blue365deals.com)

© 2024 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.