



Your health journey is unique

Our wellness and care programs—along with our community of health experts—help guide and support you at every stage of your health journey.



Start your wellness journey with our prevention programs

Blue 365^{®1}

Discounts of up to 50% off on gym fees, nutrition programs, and more.

Better You Strides²

Earn up to \$500 in rewards toward your monthly premium by completing preventive screenings and online activities.

meQuilibrium³

Support your mental well-being, build resiliency, and manage day-to-day stress in the easy-to-use app.

Florida Blue Centers

- Nurse health coaches lead programs on nutrition, weight management, heart health, stress management, and more.
- Community Specialists connect you to needed community support resources like food programs, transportation services, financial, and housing assistance programs.



Connecting you to the care you need when you need it

Amazon Pharmacy Home Delivery⁴

Save money and the drive to the pharmacy. You can get a 90-day supply of many drugs* at a reduced rate.

Benefit and care consultations

Talk with our Care Consultant Team to learn how your benefits work, identify helpful services, find specialists, compare options, and explore ways you can save money.

Cost comparison tools

Whether you have a procedure coming up or need to fill a prescription, you can compare prices with our handy tools in your member account.

Healthy Addition[®] Prenatal Program

Nurses guide you through the steps for a healthy pregnancy, birth, and caring for a new baby, plus supply you with materials and gifts.

Lyft rides

Transportation shouldn't stop you from getting care. Florida Blue works with Lyft to take you back and forth to your doctor's office.

Prescription drug savings card

Save on your drug costs that aren't covered by insurance. Use it to get instant discounts of up to 80% at participating pharmacies.

Virtual visits

Talk to a doctor about your health or your mental well-being, 24/7.



Get support managing ongoing medical conditions

Florida Blue Care Team

Nurses and other care professionals from our Care Team will work hand in hand with you and your doctors to keep you on the path to achieve your health goals. Between consultations with your doctor, your nurse care manager will track your progress. Get in-person and digital support for conditions, including:

- Organ transplant
- Cancer treatment
- High-risk pregnancy
- Neonatal intensive care
- Diabetes
- Asthma
- Chronic obstructive pulmonary disease
- Coronary artery disease
- Heart failure

Care at home with Emcara Health⁵

If you have a complex health issue or are managing multiple health conditions, Emcara Health offers personalized in-home primary care, mental well-being, and social services support from an entire care team, delivered in the comfort of your home.

Advanced illness care and planning

A trained clinical specialist can help you lay out your advanced directives, so your care aligns with your wishes. You'll also get hospice and palliative care services if you need them.



For information on programs available to you, call a Florida Blue nurse at 1-877-352-5830. You can get one-on-one support either in-person or virtually.

Florida Blue 
Your local Blue Cross Blue Shield

Health insurance is offered by Florida Blue. HMO coverage is offered by Florida Blue HMO. These companies are Independent Licensees of the Blue Cross and Blue Shield Association.

¹ Blue365[®] offers access to savings on items that members may purchase directly from independent vendors.

² Florida Blue has entered into an arrangement with Onlife, to provide members with care decision support services, information, and other services. Please remember that all decisions that require or pertain to independent professional medical/clinical judgment or training, or the need for medical services, are solely your responsibility and the responsibility of your Physicians and other health care Providers. The programs mentioned above are subject to change.

³ meQuilibrium is an independent company contracted by Florida Blue to provide health and wellness services and resources to members.

⁴ Amazon Pharmacy is an independent company contracted to provide Pharmacy Home Delivery services for both Florida Blue and Florida Blue HMO. *Amazon Pharmacy does not dispense Schedule II controlled substance drugs.

⁵ Emcara Health is contracted by Florida Blue to provide health care services.

Florida Blue and Florida Blue HMO do not discriminate on the basis of race, color, national origin, disability, age, sex, gender identity, sexual orientation, or health status. ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-352-2583 (TTY: 1-877-955-8773).

ATANSYON: Si w pale Kreyòl Ayisyen, gen sèvis èd pou lang ki disponib gratis pou ou. Rele 1-800-352-2583 (TTY: 1-800-955-8770). 113233 0223