



MASSACHUSETTS

A PLAN THAT FITS IN EVERY WAY

If you're looking for comprehensive health benefits, plus the power to lower your annual costs and build health savings for the future, BlueFit could be the right fit for you.



ALL-IN-ONE BENEFITS

Medical, mental health, dental programs, pharmacy, wellness, plus critical illness and accident coverage



BUILT-IN HEALTH SAVINGS ACCOUNT

Automatically insulates you against unexpected costs



MAKE THE MOST OF YOUR BENEFITS

Get powerful incentives and guidance from BlueFit

Get financial incentives, right from the start

BlueFit delivers always-on guidance and incentives that save you money, reward healthy habits, and offset your deductible. Get your first **\$100** auto-deposited into your Health Savings Account (HSA) by following these easy steps:

- Provide your contact information
- Opt in to receive digital communications
- Register for MyBlue so your BlueFit plan is just one tap away

Then start unlocking even more rewards that Blue Cross Blue Shield of Massachusetts will automatically deposit in your HSA. Plus, your employer will fund at least 30% of the deductible into your HSA.

BLUEFIT



MASSACHUSETTS



I like the option of growing money over time

since I'm healthy and typically only visit the doctor for routine checkups.

Love the idea of saving...

it appeals to a young person like me who doesn't spend a lot every year.

I like that there are incentives

to adopt healthy behaviors... not only does it save you money, but it's also a good way to keep healthier.



72%

OF PEOPLE REALLY LIKE THIS PLAN*

BlueFit guides you through every opportunity to spend less and get more benefits. It also gives you access to incentives, assistance, rewards, and savings that build over time.

Get Started

To make sure BlueFit is the right fit for you, compare your plan options.

Blue Cross Blue Shield of Massachusetts complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, sex, sexual orientation, or gender identity.

ATTENTION: If you don't speak English, language assistance services, free of charge, are available to you. Call Member Service at the number on your ID card (TTY: 711).

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia con el idioma. Llame al número de Servicio al Cliente que figura en su tarjeta de identificación (TTY: 711).

ATENÇÃO: Se fala português, são-lhe disponibilizados gratuitamente serviços de assistência de idiomas. Telefone para os Serviços aos Membros, através do número no seu cartão ID (TTY: 711).

*Of potential subscribers rating 4 or 5 on a 5-point scale, ranging from 1 "Very unappealing" to 5 "Very appealing".

In some cases, incentives, rewards, and reimbursements are considered taxable income. If you have questions, ask your tax advisor.

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