



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.



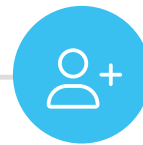
## ALL-IN-ONE BENEFITS

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 plan documents electronically
- Have an active account with MyBlue so your BlueFit plan is just one tap away

You'll have even more rewards that Blue Cross Blue Shield of Massachusetts will automatically deposit in your HSA. Plus, your employer will fund at least 10% of the deductible into your HSA.



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## 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'm really really impressed with the plan...

BlueFit has a lot of perks, and I like that it pays me for being healthy. I can earn up to \$600 a year for my health savings account just by living my life.



NEARLY

# 85%

OF BLUEFIT SUBSCRIBERS HAVE EARNED REWARDS

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.

### Learn More

watch the video <https://bcbsma.info/bluefit-2023>.



Subscribers are eligible for incentives, rewards, and reimbursements. In some cases, incentives, rewards, and reimbursements are considered taxable income. If you have questions, ask your tax advisor. Once you enroll in Medicare, contributions can no longer be made to the Health Savings Account, including BlueFit incentive and reward dollars.

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).