

# Well360 Concierge

A member services enhancement  
for Well360 Core



Well360 Concierge is a premium, high-touch digital service model that you can add to your plan to help members navigate the complex health care landscape.

Whether your members need help with the basics of insurance, or a more intensive explanation of the ins and outs of their coverage, an extra level of one-to-one support can ensure they're getting all they can from their plans.

## Well360 Concierge can offer your members:

- A dedicated phone number with extended hours and more support.
- Personalized health and wellness resources.
- Help finding the most cost-efficient care.
- Individualized support to help them estimate costs and make the most of their plans.
- One stop for all the health resources available to them.



## Services that add to your core

Well360 Concierge offers a wider range of resources, tools, and support above and beyond the base Well360 Core program.

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Because Life.™

# Beneficity — the app for one-stop access to benefits and health resources

Well360 Concierge is fully integrated with Beneficity to provide a premium-level, high-touch member experience.

## Here's how Beneficity works:

Members access Beneficity online or by downloading the app, and multi-factor authentication and biometrics keep member information secure. After logging in, they have easy access to:

- Specific resources and programs.
- Integrated tools and content they need to keep them on track along their health journey.
- A holistic view of their health profile, with relevant insights.
- A seamless and connected health care experience.



## A premier member service experience to improve your bottom line

See for yourself. Talk to your account representative today about adding Well360 Concierge to your core benefits package.

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Benefits and/or benefit administration may be provided by or through the following entities, which are independent licensees of the Blue Cross Blue Shield Association:

Central and Southeastern PA: Highmark Inc. d/b/a Highmark Blue Shield, Highmark Benefits Group Inc., Highmark Health Insurance Company, Highmark Choice Company or Highmark Senior Health Company. **Your plan may not cover all your health care expenses. Read your plan materials carefully to determine which health care services are covered. For more information, call the number on the back of your member ID card or, if not a member, call 866-459-4418.**

Northeastern NY: Highmark Western and Northeastern New York Inc. d/b/a Highmark Blue Shield.

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