

Unlock exclusive savings with Blue365[®]

Membership has its benefits

Our member discount program offers big savings on things to help you stay healthy.

Member discounts with Blue365 provides exclusive discounts on a variety of health and well-being essentials, including:

- Fitness gear and gym memberships



- Meal delivery kits and weight-loss programs



- Travel and recreation



- Lasik and eye care services, dental care and hearing aids



Cash in on discounts

Start saving today! View a full list of discount offers from your member account. To get started:

1. Log in or register at **bcbsm.com** or our mobile app.
2. Select *Programs & Services*.
3. Select *Rewards & Perks*.
4. Go to *Blue365[®] Member Discounts*.
5. Select *Go to Blue365*.

Member discounts with Blue365

Score savings from these businesses and log in to your member account to discover more.



You can conveniently access discounts from any device – anytime, anywhere.



Program information valid as of SEP 2025.

The Blue365 program is brought to you by the Blue Cross and Blue Shield Association. The Blue Cross and Blue Shield Association is an association of independent, locally operated Blue Cross and Blue Shield plans. Blue365 offers access to savings on items that members may purchase directly from independent vendors, which are different from items that are covered under health care plan policies with Blue Cross Blue Shield of Michigan or Blue Care Network, its contracts with Medicare or any other applicable federal health care program. Neither Blue Cross Blue Shield of Michigan, Blue Care Network nor the Blue Cross and Blue Shield Association recommends, endorses, warrants or guarantees any specific vendor or item.