

# October 2024 Newsletter Blurbs

## Introducing Buena Vida: Your new well-being platform

Now available

We're excited to introduce **Buena Vida**, our all-new well-being platform designed to help you live a good life. Powered by WebMD, for members of plans administered by Blue Cross and Blue Shield of Texas, Buena Vida has personalized resources for physical and financial health, wellness challenges and expertise to support your unique goals.

Buena Vida has something for everyone. Here's what you can do:

- **Unite**—Access all your health and wellness benefits in one convenient place.
- **Sync**—Easily connect trackers to monitor progress.
- **Connect**—Join fun challenges and engage with others.
- **Track**—Stay on top of your goals with daily habit tracking.
- **Learn**—Find expert tips, webinars, podcasts and educational resources.
- **Earn**—Get rewarded for participating.

Get started today!

[Embed Video Links with thumbnails](#)

[Hear the story of our logo](#) or [Progress is Personal Video](#)

## Fifth Annual Adapt & Thrive Virtual Wellness Fair

October 15-18

Join us virtually to recharge with a variety of engaging activities. Each day enjoy:

- **9 a.m.** – Morning check-ins
- **10 a.m.** – Guest speakers
- **12 p.m.** – Fitness classes
- **1 p.m.** – New benefit highlights
- **2 p.m.** – Afternoon concerts featuring state employees

Attend from the comfort of your home or office, and join as many or as few sessions as you like. You'll get a virtual swag bag and the chance to win prizes. Don't miss this chance to support your health and wellness and connect with colleagues statewide.

[Register today](#)

[Watch the Trailer Video](#)