

# October 2024 Social Media Posts



**Insert Text:** Exciting news! 📣 The brand-new Buena Vida Well-being Program, powered by WebMD, is here to help you live your best life. Starting today, access tools, resources, and events designed just for you. From fitness challenges to mental health support, we've got it all! Join us and elevate your well-being. 📣 #BuenaVida #BenefitsYou" Learn more and Register today: <https://www.webmdhealth.com/BuenaVida/>

## Hello Heart Facebook Post



Share text: Take control of your cardiovascular health with Hello Heart. This new program can help eligible HealthSelect<sup>SM</sup> medical plan participants, including Consumer Directed HealthSelect<sup>SM</sup>, improve their heart health. Available at no additional cost, Hello Heart provides you with a free blood pressure

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monitor and helps you build healthy habits that can lead to long-term lifestyle changes. Participants must meet certain criteria to be eligible to enroll.

Learn more: <https://www.helloheart.com/go-ers>

## Hinge Health Facebook Post



HealthSelect<sup>SM</sup> CONSUMER DIRECTED HealthSelect  BlueCross BlueShield of Texas

Blue Cross and Blue Shield of Texas is the third-party administrator for HealthSelect of Texas<sup>SM</sup> and Consumer Directed HealthSelect<sup>SM</sup>. Blue Cross and Blue Shield of Texas, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association

Share text: October is Musculoskeletal Health Month, a good reminder to take care of our muscles, ligaments and tendons for overall well-being. If you're struggling with joint, muscle or back pain, the Hinge Health digital musculoskeletal (MSK) care program can help you get relief and is provided to you at no additional cost as a part of your HealthSelect<sup>SM</sup> medical plan benefits, including Consumer Directed HealthSelect<sup>SM</sup>.

Learn more: <https://www.hingehealth.com/for/healthselect/>

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## Fitness Enrollment Fee Facebook Post



HealthSelect<sup>SM</sup>

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HealthSelect



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Share text: Get fit this fall! HealthSelect<sup>SM</sup> medical plan participants, including those enrolled in Consumer Directed HealthSelect<sup>SM</sup>, can sign up for the Fitness Program through the month of October with the code "FITFORFALL" and pay no enrollment fee. Choose from five no-contract membership package options to fit your budget. In addition, all memberships include digital content, with access to hundreds of on-demand videos and live streams, so you can work out from home.

Learn more: <https://healthselect.bcbstx.com/health-and-wellness-incentives/fitness-program>

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## Learn to Live Facebook Post



**HealthSelect** CONSUMER DIRECTED **HealthSelect**  **BlueCross BlueShield of Texas** Blue Cross and Blue Shield of Texas is the third-party administrator for HealthSelect of Texas® and Consumer Directed HealthSelect®. Blue Cross and Blue Shield of Texas, a Division of Health Care Services Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association.

Share text: Learn to Live is a digital mental health program, provided to you at no additional cost. HealthSelect of Texas® medical plan participants who are age 13 and older and living in the U.S., including those enrolled in Consumer Directed HealthSelect<sup>SM</sup> or Medicare are eligible to participate., can teach you new skills and show you how to break old patterns that may be holding you back. See how much better life can feel with a little bit of help.

Learn more: <https://healthselect.bcbstx.com/condition-management/learn-to-live>

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## Breast Cancer Awareness Facebook Post



HealthSelect

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Share text: According to the American Cancer Society, a woman in the United States has about a 13% chance of developing breast cancer sometime in her life. This means about one in eight American women will get breast cancer. Early detection is key. Talk to your primary care provider about breast cancer screening recommendations based on your risk factors and family medical history.

Learn more: (will link to breast cancer awareness NAYB article)