



meQuilibrium Provider Toolkit

Florida Blue 
Your Health Solutions Partner

meQuilibrium: A Digital Mental Well-Being Solution for Your Patients Provider Resources

At Florida Blue, we are committed to working with you to support your patients', our members', whole-person health care journey. That is why we want to remind you about meQuilibrium – a personalized digital tool available to our fully insured Florida Blue commercial and Truli for Health members to support mental well-being.

Use the materials linked below to share more information about meQuilibrium with your Florida Blue commercial and Truli for Health patients.

Resource Link	Description
<u>FAQs</u>	This document provides answers to frequently asked questions you or your patients may have.
<u>Member Flyer</u>	This flyer (available in English and Spanish) is for your patients and explains what meQuilibrium is and how they can use it.
<u>Key Messages</u>	Use these key points to help guide your conversations with patients about meQuilibrium.
<u>Patient Email and Highlights</u>	Use this message to communicate with your patients through your normal channels, e.g., patient portal, newsletters, etc.

Frequently Asked Questions

meQuilibrium: A Digital Mental Well-Being Solution for Florida Blue Members

What is meQuilibrium?

meQuilibrium is a personalized digital mental well-being tool that offers simple evidence-based techniques to reduce stress and help our members better manage day-to-day life events.

Are providers required to promote meQuilibrium?

Providers are not required to promote meQuilibrium. In support of whole-person care and our shared goal of improving patients' mental well-being, we are asking you to help create awareness of meQuilibrium. You are a trusted adviser and a primary source of recommendations to your patients.

Is there an additional cost associated with meQuilibrium?

There is no extra cost associated with this digital solution for fully insured Florida Blue and Truli for Health plan members. It is part of their health plan benefits.

Who has access to use this solution?

Members in these plans have access to meQuilibrium:

- Fully insured Florida Blue individual and groups plans
- GuideWell Truli for Health plans

Why did Florida Blue choose this personalized digital mental well-being tool?

The Blue Cross and Blue Shield Association (BCBSA) conducted a rigorous review of digital mental well-being solutions. They selected meQuilibrium for its comprehensive assessment, evidence-based algorithm and years of experience working with employers to improve the well-being of their employees. Based on this, Florida Blue decided to offer meQuilibrium to its members. Florida Blue also reviewed additional proposals and has offered meQuilibrium to its employees for the past four years.

meQuilibrium is backed by more than 25 years of research and is specifically helping members:

- Better manage their day-to-day life events
- Find ways to calm their worries and anxiety
- Decrease loneliness and stay connected to others
- Be more mindful
- Boost their mood

Will I have access to the data from any of my patients who use meQuilibrium?

The patient-specific information is confidential. Your patient can share information with you if they wish.

How do my patients access meQuilibrium?

Eligible members can access meQuilibrium through their member website. They can find meQuilibrium in the **Find & Get Care** section of their member account. They can click the **Mental Well-Being** tab and scroll to **meQuilibrium** to get started.

Is meQuilibrium available in Spanish?

It's available in both English and Spanish. The user can switch their language preferences under Settings when accessing from a desktop computer. From their smartphone or tablet, they simply click on the globe icon and select Español from the pop-up box.

How can patients get help if they have trouble accessing or using meQuilibrium?

They can contact the phone number on the back of their member ID card for assistance.

Is there an online demonstration available? What if I have more questions?

The best way to see how meQuilibrium can help your patients is by trying it yourself. If you are interested in a demonstration of how meQuilibrium works or want more information on this digital well-being solution, please email [Debbie Del Rosario](mailto:Debbie.DelRosario@florida-blue.com) to set up a demonstration.

meQuilibrium Patient Messages **Talking Points**

Here are some key messages about meQuilibrium you can share with your patients:

- Everyone has stress in their lives, which affects our mental well-being.
- Mental well-being is important because it can affect your overall health, too. Mental health and physical health go hand in hand.
- Your health plan offers meQuilibrium. meQuilibrium is a digital well-being program that can help you manage stress and build skills to cope with life's challenges.
- meQ gives you a personalized plan with simple and effective ways to feel calmer and focus better — no matter what the day brings.
- Using meQ is easy. I can send you a flyer that explains how you can start enjoying the benefits of meQuilibrium.

meQuilibrium Provider Patient Email and Highlights Sample Patient Message

Florida Blue encourages you to share information about meQuilibrium (meQ) with your patients. We have crafted a message that you may share to promote awareness of the meQ benefits. Feel free to use it when contacting your patients, our members, through your own communication channels.

Subject line or headline: Reduce stress, overcome negative thinking, and build greater resilience

Message: We want to make sure you know about meQuilibrium (meQ) — available through your Florida Blue health plan. The meQ approach is simple: You can't always change what's happening, but you can take control of your response. meQ creates a personalized plan with simple and effective ways to feel calmer and focus better — no matter what the day brings. meQ can help you:

- Manage work-life balance
- Calm worry and anxiety
- Learn to do your best as a parent, grandparent, or friend
- Build resilience and more!

What is resilience?

Resilience is a **set of learnable skills** that help a person **manage stress** and **get through tough times**. When compared to individuals who are not resilient, people with strong resilience are five times more likely to enjoy good or excellent health. A person with strong resilience is also four times more likely to experience high job satisfaction and a higher quality of life. Learn more about **meQuilibrium** and start building your resilience today!

Ready to Get Started?

Look for meQuilibrium in the **Find and Get Care** section after signing into your member account; open the Mental Well-Being page and click the meQuilibrium link to get started today!

Other meQuilibrium Highlights to Share with Your Patients

Here are some additional highlights you can share about meQ as you interact with your patients:

- Your patient may be eligible for a reward for using meQ through the Better You Strides program. Members can log in to FloridaBlue.com and click on **My Rewards** at the top of the home page to learn more about the meQuilibrium reward.
- Everyone has stress in their lives, which affects our mental well-being.
- Mental well-being is important because it can affect your overall health, too. Mental health and physical health go hand in hand.
- Your Florida Blue health plan offers meQuilibrium. meQ is a personalized digital mental well-being tool that can help you manage stress and build skills to cope with life's challenges.
- Using meQ is easy. I can send you a flyer that explains how you can start enjoying the benefits of meQuilibrium.