



meQuilibrium Provider Toolkit



Florida Blue is an independent licensee of the Blue Cross and Blue Shield Association.

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

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

To assist you, we have provided links to the materials listed below. We encourage you to share this information about meQuilibrium with your Florida Blue and Truli for Health patients.

Resource Link	Description
<u>FAQs</u>	This document addresses frequently asked questions you or your patients may have.
<u>Member Flyer</u>	This flyer explains meQuilibrium and how patients can use it.
<u>Talking Points</u>	These are key points to help guide your conversations about meQuilibrium.
<u>Sample Patient Email</u>	A sample communication email that may be used to educate your patients on the various features of meQuilibrium

Frequently Asked Questions

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

What is meQuilibrium?

meQuilibrium (meQ) is a digital mental well-being solution 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. We ask that in support of our shared goal of improving patients' mental well-being, you consider informing your patients of meQuilibrium.

Is there an additional cost associated with meQuilibrium?

There is no extra cost associated with this digital solution for eligible fully insured Florida Blue and Truli for Health members. It is included in those members' health plan benefits. Members may also be eligible for a meQ reward through the Better You Strides program. Members can log in to their member account at FloridaBlue.com and click on My Rewards at the top of the home page to learn more about the meQuilibrium reward.

Who has access to use this tool?

Fully insured Florida Blue individual and group plan members, and GuideWell Truli for Health members have access to meQuilibrium.

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. meQuilibrium was selected for its comprehensive assessment, evidence-based algorithm and years of experience working with employers to improve the well-being of their employees. Florida Blue has even offered meQuilibrium to its employees for several 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 log into their Florida Blue online member account at go.mymeq.com/FloridaBlue to get started.

Is meQuilibrium available in Spanish?

It is 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?

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

Is there an online demonstration available?

Yes, a video resource is available here: [Meet meQ](#)

meQuilibrium Patient Messages

Talking Points

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

- “Everyone has stress in their lives, which affects a person’s mental well-being.”
- “Mental well-being is important because it can affect overall health, too. Mental health and physical health go hand in hand.”
- “Your health plan offers meQ, 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 meQ.”

meQuilibrium Provider Sample Patient Email

Sample Patient Message

Florida Blue encourages you to share information about meQuilibrium (meQ) with your patients. In addition to the [member flyer](#), 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 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:

- Reduce loneliness and stay connected to others
- 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. Resilient individuals are 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?

Log in to your Florida Blue online member account at go.mymeq.com/FloridaBlue to get started.