



Say “hello” to health care designed with you in mind.

We’ve reimagined how every generation navigates health care with GenerationYou™. It’s a personalized health benefits experience for the entire family, focused on simplicity and comfort. Communication is tailored to each individual’s needs and preferences – how and where you choose.

Get started. Be rewarded.

Register now



Access your new benefit solution by registering your membership ID card. Call the number on your sticker or download the **UMR app** to get yourself (and your dependents) registered for your new benefits.

Remember your card



Don’t leave home without your (or your family’s) GenYou™ membership ID card(s). Download the **UMR app** to store a digital version on your phone for easy access at the doctor’s office or pharmacy.


Earn rewards



Don’t miss an opportunity to earn a little extra benefit this plan year. Navigate to the **Rewards** section of your GenYou™ digital experience or call your GenYou™ Guide to learn more about your (and your dependents’) eligibility and expiration dates.

GenerationYou™ makes benefits easy:

- **Complete the “Story of You” questionnaire.** You tell us a little bit about your health story and your preferences, and we’ll get you up-to-speed on your plan benefits. It’s an easy win-win.
- **Find high-quality, low-cost care!** Your Guide will help you find the best care for your needs through our Care Prepare consultations. Ask about them to learn more.
- **Make connections.** Your family deserves the very best care, and your GenYou™ Guide will show you the way. Available by chat or phone, they will help you locate a top notch provider or facility in your area.

 **Register and connect now to claim your reward.**

 **GenerationYou™**
powered by 