

# BLUE POINTS<sup>SM</sup>

GET REWARDED FOR TAKING CARE OF YOUR HEALTH

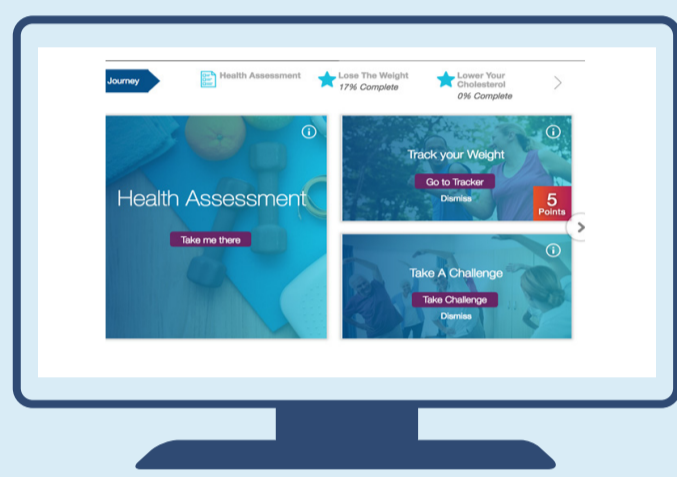
**Blue Points** is an incentive program available through **Well onTarget**<sup>®</sup>. You can earn Blue Points for participating in many different healthy activities – from completing the **Health Assessment**, to participating in **self-management programs**, to going to the gym.

## Read about Renata's experience

Renata just started working at a Texas state agency. During her orientation, she learns that her HealthSelect of Texas<sup>®</sup> medical plan gives her wellness benefits, like access to Well onTarget, at no cost to her. By participating in Well onTarget activities, Renata begins earning Blue Points. She can redeem up to **17,235 points** each year for a variety of items in the online shopping mall.



Redeem up to **17,235** points per year



**2,500** points for Health Assessment completion

Renata starts by logging in to her Blue Access for Members<sup>SM</sup> account. From there, she clicks on the "Wellness" tab to find the Well onTarget link. The first time Renata logs in to Well onTarget, she gets a notification to complete her Health Assessment. She finishes the assessment in about 15 minutes and earns **2,500 points**. She can take the Health Assessment twice a year, which means she can earn **5,000 points** a year.

Renata downloads the AlwaysOn<sup>®</sup> Wellness app so she can use Well onTarget on the go. She sees useful trackers, programs and challenges and signs up for the Physical Activity tracker and the *Move More, Sit Less* personal challenge. Renata wants to add more movement into her day. She also connects her smart watch, earning **2,675 points** for the initial sync and **55 points** per day as long as the device stays synced to Well onTarget.



**2,675** points for syncing a smart device

Renata also decides to join the **Fitness Program** and enrolls by calling the Fitness Program toll-free at **(888) 762-BLUE (2583)**. She earns **2,500 points** for joining and will continue to earn up to **300 points** each week for weekly visits to a participating fitness center.



**2,500** points for joining the Fitness Program

By the end of the year, Renata has earned more than the **17,235 points** she can spend this year. The points she doesn't use will roll over to next year. After browsing the online shopping mall, she is excited to find the air fryer she's been wanting. The air fryer arrives at her door within a week, and Renata uses it to try out healthy recipes.



### Have questions about Blue Points or Well onTarget?

Call a Blue Cross and Blue Shield of Texas Personal Health Assistant toll-free at **(800) 252-8039 (TTY: 711)**, Monday–Friday, 7 a.m. – 7 p.m. and Saturday, 7 a.m. – 3 p.m. CT., or click on the "Well onTarget Tools" drop-down from the "Wellness Resources" tab on the HealthSelect of Texas website at [www.healthselectoftexas.com](http://www.healthselectoftexas.com).

Blue Points Program Rules are subject to change without prior notice. See the Program Rules on the Well onTarget<sup>®</sup> Member Wellness Portal at [wellontarget.com](http://wellontarget.com) for further information.

The AlwaysOn App is owned and operated by Onlife Health. Onlife is an independent company that provides health assessments for BCBSTX.

The Fitness Program is provided by Tivity Health<sup>™</sup>, an independent contractor that administers the Prime Network of fitness locations. The Prime Network is made up of independently owned and operated fitness locations.

BCBSTX makes no endorsement, representations or warranties regarding third-party vendors and the products and services offered by them.

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