BlueCross BlueShield of Texas

Well onTarget®

Blue Points℠ — Rewards for Healthy Living

Well onTarget understands how hard it can be to maintain a healthy lifestyle. Sometimes, you may need a little motivation. That's why we offer the Blue Points* program. This program can help you get on track — and stay on track — to reaching your wellness goals.

With the Blue Points program, you will be able to earn points for regularly participating in many different healthy activities. You can redeem these points in the online shopping mall, which offers a wide variety of merchandise.

Created with your needs in mind, the Blue Points program offers many convenient, user-friendly, personalized and flexible features:

EARN POINTS INSTANTLY

The program gives you points immediately, so you can start using them right away.**

GET EXTRA POINTS

Don't have enough points yet for that reward you really want? No problem! You can apply the points you have and use a credit card to pay the remaining balance.

EASILY MANAGE YOUR POINTS

The interactive portal, which uses the latest user-friendly technology, makes it easy to find out how many points are available for you to earn. You can also track the total number of points you've earned year-to-date. All of your point information will appear on one screen.

CHOOSE FROM A LARGE SELECTION OF REWARDS

Redeem your hard-earned points in our expanded online shopping mall. Reward categories include apparel, books, health and personal care, jewelry, electronics, music and sporting goods. And be sure to check out the "Rewards on Sale" section, where you'll find discounted electronics, games, luggage and other merchandise.

PARTICIPATE IN ACTIVITIES THAT MATCH YOUR GOALS

Look how quickly your Blue Points can add up! Here are some sample activities you can complete to earn Blue Points:

ACTIVITIES	POTENTIAL BLUE POINTS AMOUNTS
Completing the Health Assessment every 6 months	2,500 points every 6 months
Taking all 12 lessons in a Self-directed Course	1,000 points per quarter
Tracking your progress toward your goals in the Well onTarget Member Wellness Portal	10 points, up to a maximum of 70 points per week
Enrolling in the Fitness Program***	2,500 points
Adding weekly Fitness Program gym visits to your routine	Up to 300 points each week
Completing any Self-directed Course Milestone Assessment	Up to 250 points per month
Participating in a biometric screening	2,500 points per year
Connecting a compatible fitness device or app to the portal	2,675 points
Tracking progress using a synced fitness device or app	55 points per day

Log on to **wellontarget.com** today to find all the interactive tools and resources you need to start racking up Blue Points. Keep yourself motivated to earn more points by heading over to the online shopping mall and checking out all the rewards you can earn for adopting — and continuing — healthy habits.

* Blue Points Program Rules are subject to change without prior notice. See the Program Rules on the Well onTarget Member Wellness Portal for more information.

** This does not apply to points you earn for completing Fitness Program activities and biometric screenings.

*** The Fitness Program is provided by Healthways, Inc., an independent contractor that administers the Prime Network of fitness centers. The Prime Network is made up of independently owned and operated fitness centers.

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