



BlueCross BlueShield of Texas

Well onTarget®

A New Way to Experience Wellness

Well onTarget offers personalized tools and resources to help all members—no matter where you may be on the path to health and wellness.

Well onTarget is designed to give you the support you need to make healthy choices. All while rewarding you for your hard work.

Well onTarget Member Wellness Portal

The heart of Well onTarget is the member portal, available at wellontarget.com. It uses the latest technology to offer you an enhanced online experience. This engaging portal links you to a suite of innovative programs and tools.

- **onmytime Self-directed Courses**
Online courses let you work at your own pace to reach your health goals. Learn more about nutrition, fitness, weight management, tobacco cessation and stress. Track your progress as you make your way through each lesson. Reach your milestones and earn Blue PointsSM.
- **Health and Wellness Content**
The health library teaches and empowers through evidence-based, user-friendly articles.
- **Tools and Trackers**
Interactive tools help keep you on course while making wellness fun. Use a food and exercise diary, symptom checker and health trackers.

onmyway™ Health Assessment (HA)

The HA features adaptable questions to learn more about you. After you take the HA, you will get a personal wellness report. The confidential record offers tips for living your healthiest life. Your answers will be used to tailor the Well onTarget portal with the programs that may help you reach your goals.



Wellness is more than healthy eating and working out. It involves making healthy choices that enrich your mind, body and spirit.

wellontarget.com

Blue Points Program*

Blue Points will help motivate you to maintain a healthy lifestyle. Earn points by taking part in wellness activities. Points can be redeemed in the new online shopping mall. Real-time granting of points lets you instantly use your points. To earn a larger reward, you can add to your point total at checkout.

Fitness Tracking

Earn Blue Points for tracking your fitness activity using popular fitness devices and mobile apps.

Fitness Program**

Fitness can be easy, fun and affordable. The Fitness Program is a flexible membership program that gives you unlimited access to a nationwide network of fitness centers. With more than 9,000 participating gyms on hand, you can work out at any place or at any time. Choose one gym close to home and another near your office. Other program perks are:

- No long-term contract required. Membership is month to month. Monthly fees are \$25 per month per member, with a one-time enrollment fee of \$25.
- Automatic withdrawal of monthly fee.
- Online tools for locating gyms and tracking visits.
- Access to discounts through a nationwide Complementary and Alternative Medicine (CAM) network of 40,000 health and well-being providers such as massage therapists, personal trainers and nutrition counselors.
- Earn 2,500 bonus Blue Points for joining the Fitness Program. Earn additional points with weekly visits.

Sign up for the Fitness Program today!

Call toll-free at 888-762-BLUE (2583), Monday through Friday, 8 a.m. – 9 p.m. in any continental U.S. time zone.



To access the Well onTarget member portal, go to wellontarget.com.
Questions about the program?
Call Customer Service at 877-806-9380.

wellontarget.com

* Blue Points Program Rules are subject to change without prior notice. See the Program Rules on the Well onTarget Member Wellness Portal for further information. Your company may have additional reward programs in place to encourage you to take advantage of certain preventive care and wellness activities or for making healthy changes. Check your employee benefits.

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