

Make Your Fitness Program Membership Work for You!

Fitness can be easy, fun and affordable. Well onTarget makes it possible with the Fitness Program.

Available exclusively to members and their covered dependents (age 18 and older), the Fitness Program provides:

- Flexible membership, no long-term contract required. Enroll for a one-time fee of \$25 and \$25 per member per month.*
- Unlimited access to a nationwide network of more than 8,000 participating fitness centers.
- Online fitness center locator and views of your fitness center visits online.
- Easy online enrollment; automatic monthly payment withdrawal.
- 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.
- Up to 500 Life Points** per week for regular visits. You will earn a bonus 2,500 Life Points for joining the Fitness Program. Redeem points for apparel, books, electronics, health and personal care items, music and sporting goods.

Are you ready for fitness?


Enroll today online by logging in to Blue Access for MembersSM (BAM) at bcbstx.com. Prefer to sign up by phone? Call 888-762-BLUE (2583) toll-free, Monday through Friday, 8 a.m. – 9 p.m., in any continental U.S. time zone.



The Fitness Program opens the door to a network of more than 8,000 fitness centers for only \$25 per month! And you'll earn 2,500 bonus Life Points for joining.

bcbstx.com

Learn about the Fitness Program...



[Why Enroll?](#) [Benefits](#) [How to Enroll?](#)

Be Active, Have Fun, Get Fit.


Now, there's a program designed to make it easier for you to get fit, feel good and have fun while doing it!

The Fitness Program makes it easier for you to:

- Fit a quick workout into your busy day when it's convenient for you, wherever you are.
- Find the fitness center that fits you without the hassle of an annual commitment.
- Enjoy unlimited access to multiple fitness center locations for one low monthly fee.
- Meet new friends and have fun!

Enroll in the Fitness Program today to enjoy the benefits of a healthier you!

Get Started Now!



Find Fitness Centers Near You and Enroll Today

Search for participating locations near you by entering your zip code and desired search distance below. Take the next step to becoming the fitter, healthier person you want to be by enrolling in the Fitness Program today.

Search for Fitness Centers

Enter ZIP Code

Search Distance
25 Miles

[Find Fitness Centers](#)

Enroll Now!

When you join the Fitness Program, you get unlimited access to a network of fitness centers, all for one low monthly fee. Search or enroll today!

[Begin Enrollment!](#)

Frequently Asked Questions

[What fitness centers are part of the Fitness Program?](#)

[Why join the Fitness Program when I can find a less expensive option?](#)

[Do I have to pay taxes on my membership?](#)

[Am I locked into a contract when I enroll in the program?](#)

[What is the Fitness Program?](#)

It's easy to sign up.

1. Go to bcbstx.com and log in to BAM.
2. Under **Quick Links, choose Fitness Program.**
On this page you can enroll, search for fitness centers near you by zip code and learn more about the program.
3. **Click Begin Enrollment**, then search and select the fitness center that is best for you. Remember, you can visit any participating fitness center after you sign up.
4. Verify your personal information and method of payment. Print your temporary Fitness Program membership card. You will receive your official card by mail in a few weeks.
5. Visit a facility today!

Make new friends, take a class and try something new! Join the Fitness Program today. Log in to Blue Access for Members or call 888-762-BLUE (2583) toll-free, Monday through Friday, 8 a.m. – 9 p.m., in any continental U.S. time zone.

* The one-time enrollment fee and monthly membership fee for the Fitness Program are both subject to applicable taxes.
 ** Life Points Program Rules are subject to change without prior notice. See the Program Rules on the Well onTarget Member Wellness Portal for further information.
 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.