BlueCross BlueShield of Texas

Well onTarget®

Take Your Health Personally — Take the Health Assessment

What do you take personally in life? Your family? Your work? A hobby? Add your health to the list by taking the Well onTarget Health Assessment.

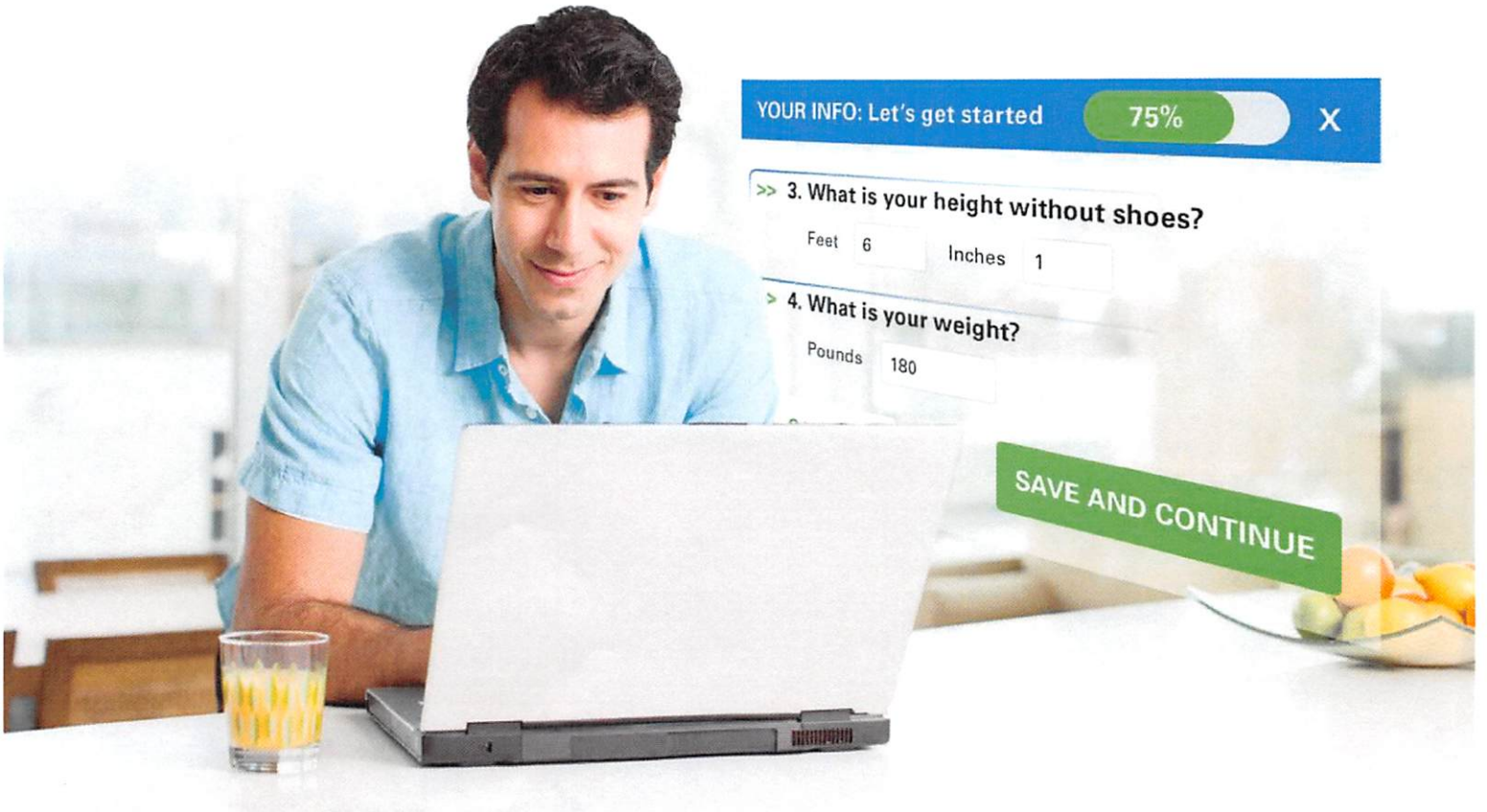
Just a few minutes and a few personal details — how you eat, how you sleep, how you live your life — can give you a personalized map to your best health. You can find out your risks and your best options to avoid them. Your customized Personal Wellness Report can tell you how to go from good to better.

The Health Assessment (HA) consists of nine modules, which you can complete all at once or over time, as your schedule permits. These modules include questions about your:

- Diet
- Physical activity
- Tobacco use
- Emotional health
- Health at work and on the road

While it's not necessary, it would be helpful to have a few personal details on hand when you begin the HA, including your:

- Current height and weight
- Systolic blood pressure (top number) and diastolic blood pressure (bottom number)
- Total cholesterol level
- HDL cholesterol level
- Triglyceride level
- Blood sugar level
- Waist measurement in inches



TAKE YOUR HEALTH ASSESSMENT TODAY

You can earn 2,500 Blue Points℠* for taking your HA. Follow these simple steps to get started:

1. Visit wellontarget.com and log in. If you have an existing Blue Access for Members℠ (BAM) account, use your BAM username and password. If you aren't a registered user yet, click "Register Now" to create an account.
2. If you have not taken your HA, there will be a pop-up notification after you log in. You can also take your HA by clicking on "Start" in the "Health Assessment" box at the top of your dashboard. Once you have completed the HA, your reports will be available in this section.

HOW WILL THE HEALTH ASSESSMENT BE PERSONALIZED?

You will begin by answering a few basic questions. Then, the HA will ask you more detailed questions based on your answers to the first set of questions. Your health status and lifestyle will determine which questions you will be asked.

Your answers will help tailor the Well onTarget Member Wellness Portal with programs that could help you reach your health goals. You can check your progress and earn Blue Points twice a year.

WHAT SHOULD I DO WITH MY RESULTS?

After completing the HA, you will receive a confidential Personal Wellness Report. This can help take the guesswork out of wellness. The report will show you how you are doing and give you healthy tips. You can even print out a Provider Report to share with your doctor.

When you know your risks, you can choose your best options to avoid them. When you know your strengths, you can decide to build on them.

Have questions about the HA or the Well onTarget program? Call 877-806-9380.



Take Your Health Assessment on the Go

Check out the Well onTarget mobile app, available for iPhone® and Android™ smartphones. You can complete your HA and work on your health and wellness goals — anytime and anywhere.

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

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Well onTarget®

Wellness Coaching Provides Personalized Guidance and Support

It's no secret that the best teams look to their coaches for help in reaching the top. Now you can, too. With Well onTarget's Wellness Coaching, you can find the support you need to be your best.

Our Wellness Coaching uses evidence-based guidelines and proven techniques of motivation and goal setting.

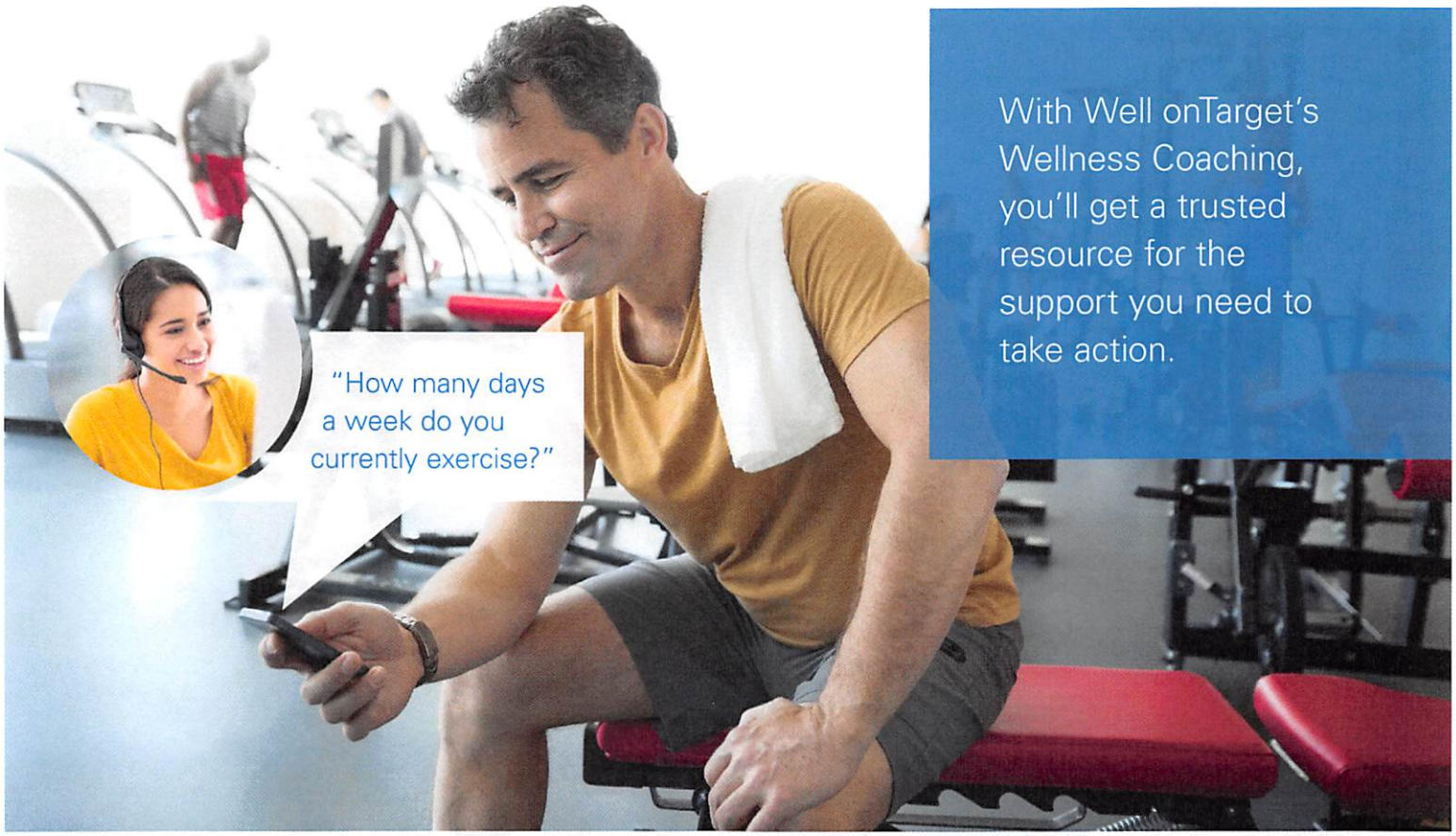
YOUR TRUSTED ALLY

A wellness coach works with you to help you set your wellness goals. Your coach will learn about your lifestyle and habits. The coach will then design a plan to achieve your goals and offer inspiration and ideas along the way.

REACHING OUT

Through the Well onTarget Member Wellness Portal at wellontarget.com, you can exchange secure messages with your coach. By calling the phone number on your portal dashboard, you can speak directly with your coach or request a callback. You can also contact your coach through the Well onTarget mobile app. These convenient options make it easy for you to keep in regular contact with your coach.

After you complete your health assessment, you may also receive an introductory call from a wellness coach.



With Well onTarget's Wellness Coaching, you'll get a trusted resource for the support you need to take action.

Learn how you can reach your health goals

Our coaching team is made up of credentialed health experts, including dietitians, nurses, personal trainers and other specialists. Coaches can work one-on-one with you to discuss your lifestyle needs. Online trackers can help guide you as you reach your goals. You may sign up for one program at a time.

MANAGE STRESS
Learn what is causing the stress in your life. Your coach can help you find creative, healthy ways to combat stress.

IMPROVE FITNESS LEVEL
Make working out a key part of your day. Your coach can create a plan that's right for your fitness level and goals.

IMPROVE DIETARY HABITS
We'll connect you with a registered dietitian to help you understand your relationship with food and how to make healthy eating choices.

DECREASE WEIGHT
Your coach will address behavioral or environment factors that may be keeping you from reaching your weight loss goals.

MAINTAIN WEIGHT
If you are at a healthy weight and want to know how to maintain it, your coach will discuss how stress, nutritional needs, physical activity and sleep can keep you at your ideal weight.

IMPROVE CHOLESTEROL
Being overweight, making poor dietary choices and living a sedentary lifestyle can contribute to high cholesterol. Your coach can help you make lasting lifestyle changes to lower your cholesterol.

IMPROVE BLOOD PRESSURE
Preventing high blood pressure through exercise, dietary habits, quitting tobacco and managing stress are emphasized to help improve your blood pressure.

QUIT TOBACCO
Quitting tobacco can be a challenge. This program includes a discussion with your coach of the physical and psychological factors of addiction.

MAINTAIN TOBACCO-FREE STATUS
Staying tobacco-free, for those who recently quit using tobacco, is a lifetime process. You'll learn how to use trigger-avoidance methods and social support to ensure you remain tobacco-free.

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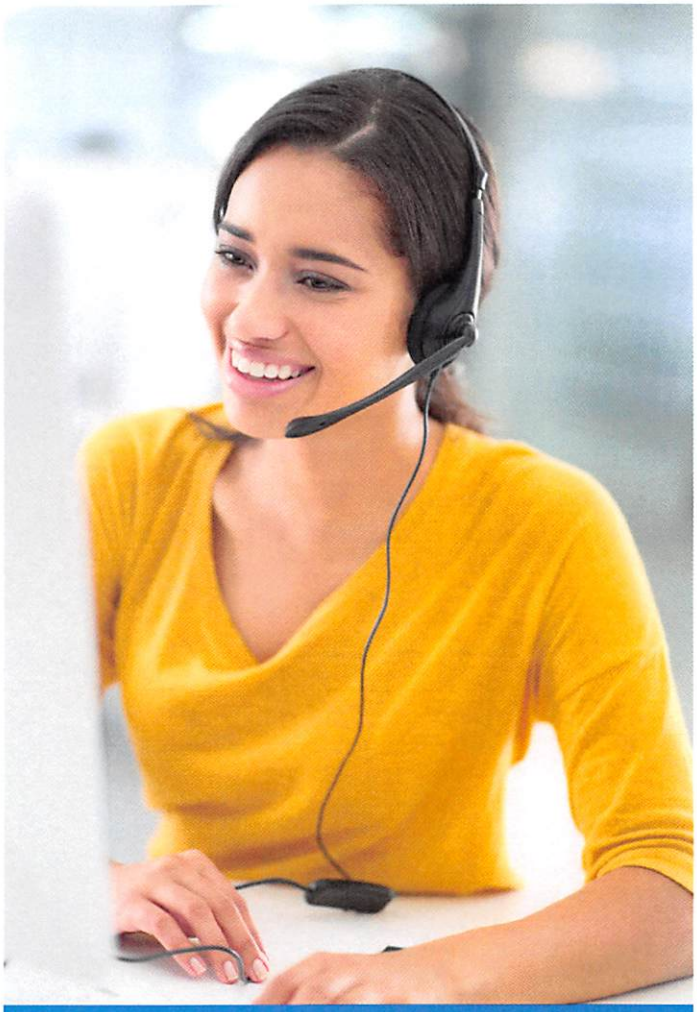


Prioritize your coaching.

Take the Health Assessment today to find out which program is right for you. There are additional coaching topics that you can speak with your coach about – from managing your diabetes to financial wellbeing.

BlueCross BlueShield of Texas



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[1] program. This program may help you get on track — and stay on track — to reach 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 provides a wide variety of merchandise.

Created with your needs in mind, the Blue Points program has 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.[2]

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 Well onTarget portal, available at **wellontarget.com**, uses the latest user-friendly technology. This 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 points information will appear on one screen.

Well onTarget®

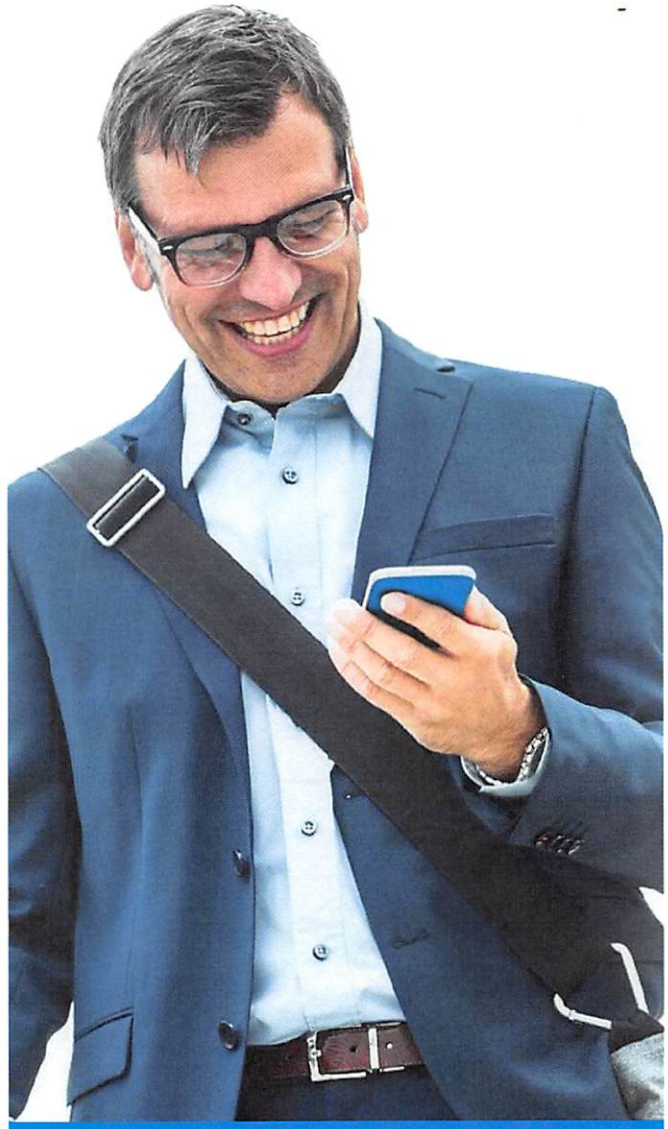
Choose from a Large Selection of Rewards

Redeem your points in our expanded online shopping mall. Reward categories include apparel, books, health and personal care, jewelry, electronics, music and sporting goods. You'll also find discounted items on electronics, games, luggage and other merchandise.[3]

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 six months[4]	2,500 points every six months
Complete a Self-management Program	1,000 points per quarter
Using the trackers to track your progress toward your goals	10 points, up to a maximum of 70 points per week
Enrolling in the Fitness Program	2,500 points
Adding weekly Fitness Program center visits to your routine	Up to 300 points each week
Completing Progress Check-ins	Up to 250 points per month
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.

1. 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.
2. This does not apply to points you earn for completing Fitness Program activities.
3. Member agrees to comply with all applicable federal, state and local laws, including making all disclosures and paying all taxes with respect to their receipt of any reward.
4. Well onTarget is a voluntary wellness program. Completion of the Health Assessment is not required for participation in the program.
   The Fitness Program is provided by Tivity Health®, 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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