



BlueCross BlueShield
of Texas



Blue PointsSM — Rewards for Healthy Living

Sometimes, you may need a little motivation to maintain a healthy lifestyle. 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

You can start earning and using your points right away.** The image below shows you how many points you can earn for certain wellness-related activities.

MANAGE YOUR POINTS

Well onTarget makes it easy for you to see the number of points you've earned. 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.

2,500
points



Joining the
Fitness Program

2,500
points



Completing
Your Health
Assessment

2,675
points



Syncing Your
Fitness Device



CHOOSE FROM A LARGE SELECTION OF REWARDS

Redeem your hard-earned points in our 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
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

REDEEM BLUE POINTS

HealthSelect participants can redeem up to 17,325 points each year. If more points are earned, those can carry over year to year. Points can be redeemed in small increments or all at once. Within the Blue PointsSM redemption center, you can also purchase more points to redeem for a larger reward.

Well onTarget®

* 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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Access Well onTarget via Blue Access for MembersSM.

- Go to www.healthselectoftexas.com.
- Click on “Log In” in the upper right-hand corner. If you already have a Blue Access for Members account, log in. If you do not have an account yet, click “Register Now” and use your medical ID card to create an account.
- Once you’re logged in to Blue Access for Members, click “Well onTarget” under the Quick Links on the left.