

# Make It a Year of Wellness



# Dedicated Wellness Team

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of Texas

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## Sossity Fair, Wellness Strategist

- Conducts Agency assessments and provides guidance on strategy and wellness program design

## Becky Gillespie & Ejiro Erogbogbo, Wellness Coordinators

- Work with Wellness Coordinators at Agencies on program implementation

# Presentation Overview

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- Participant Portal: Well onTarget<sup>®</sup>
- Blue Points<sup>SM</sup>
- Weight Management Programs
- Discount Program: Blue365<sup>®</sup>
- Mobile Apps



# How to Access Well onTarget via Blue Access for Members

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BlueCross BlueShield of Texas

Language Assistance En español

Search

Ask Ivy<sup>SM</sup> our virtual assistant

Contact Us Log In

Find a Doctor/Hospital

HealthSelect Plans

Consumer Directed HealthSelect

Medical Benefits

Prescription Drug Benefits

Health and Wellness/Incentives

HealthSelect for Members

Blue Access for Members<sup>SM</sup> is a secure portal. You can find out about your health plan benefits, review your claims, and much more. You will need your ID card to sign up.

User Name:

Password:

Log In

New user? [Register now.](#)

Forgot [user name](#) or [password](#)?

[Take a tour](#)

Find a Provider Continuing and Transitioning Care Blue Points

*To register you will need your ID number on the front of your ID card OR you can call Customer Service*

- 1 • Access Blue Access for Members at [www.healthselectoftexas.com](http://www.healthselectoftexas.com)
- Registered Users, enter **User Name** and **Password**
- New Users, click **Register now**

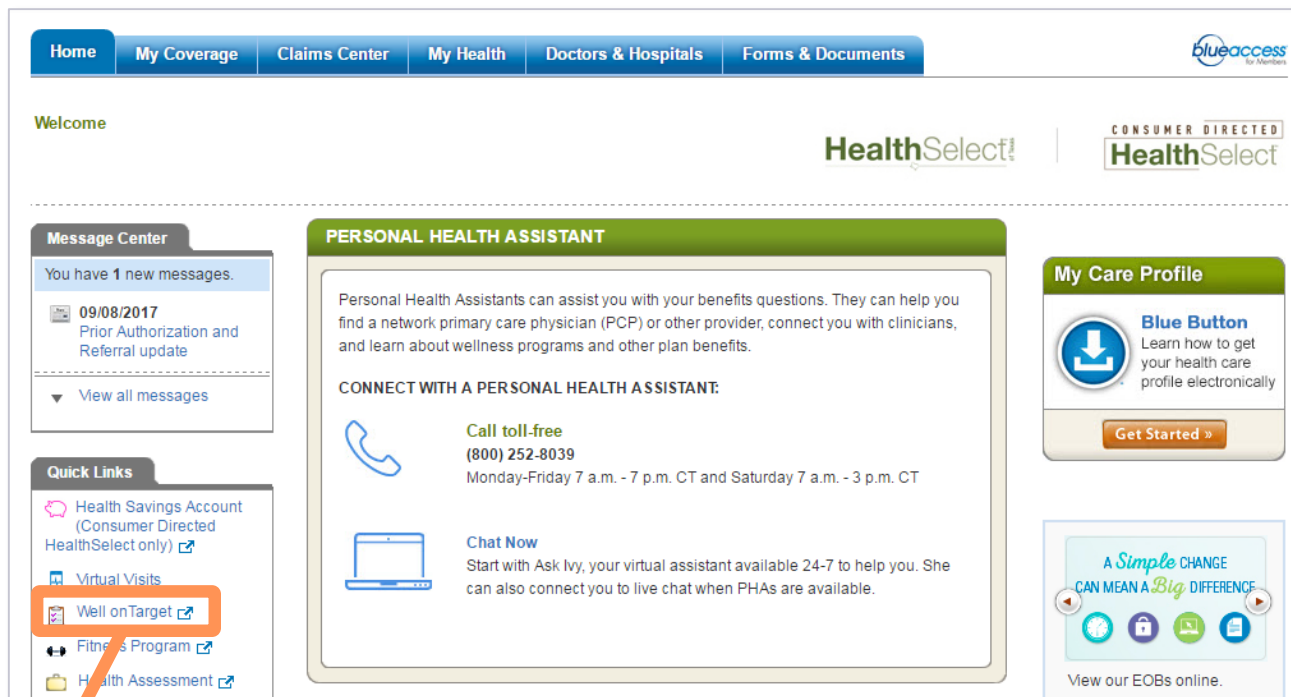


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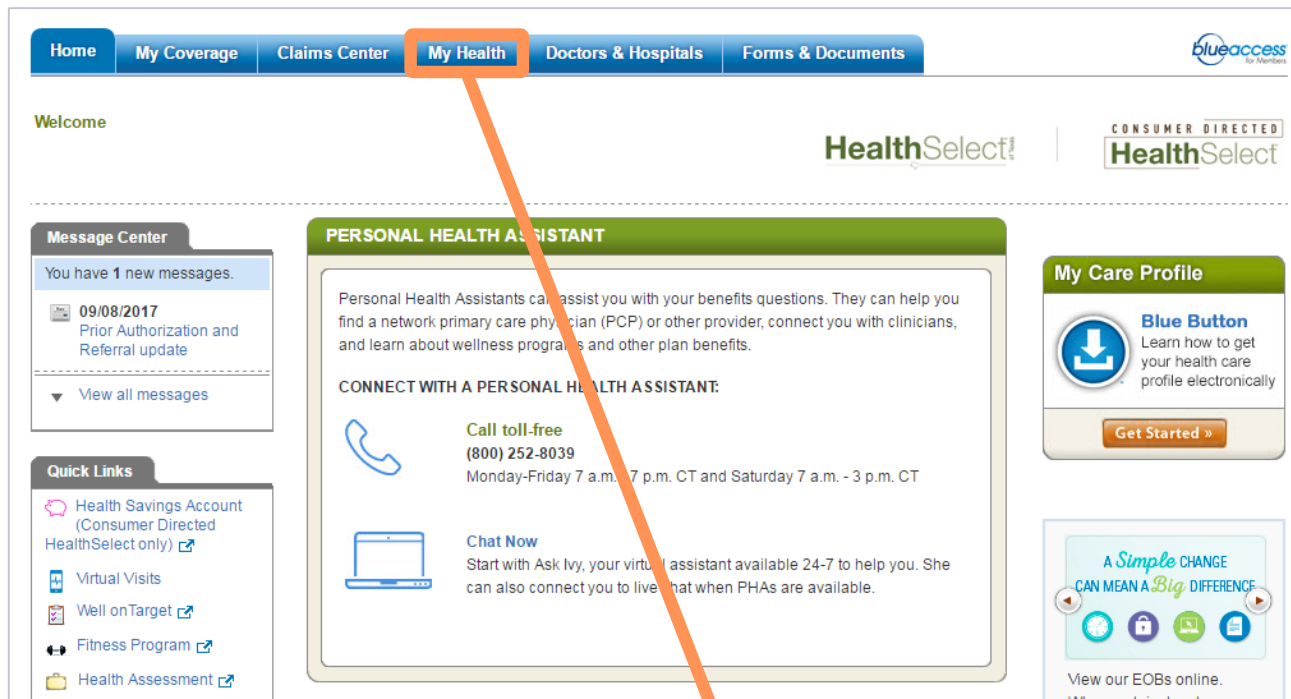
2

Within Blue Access for Members, click the **Well onTarget** link under Quick Links

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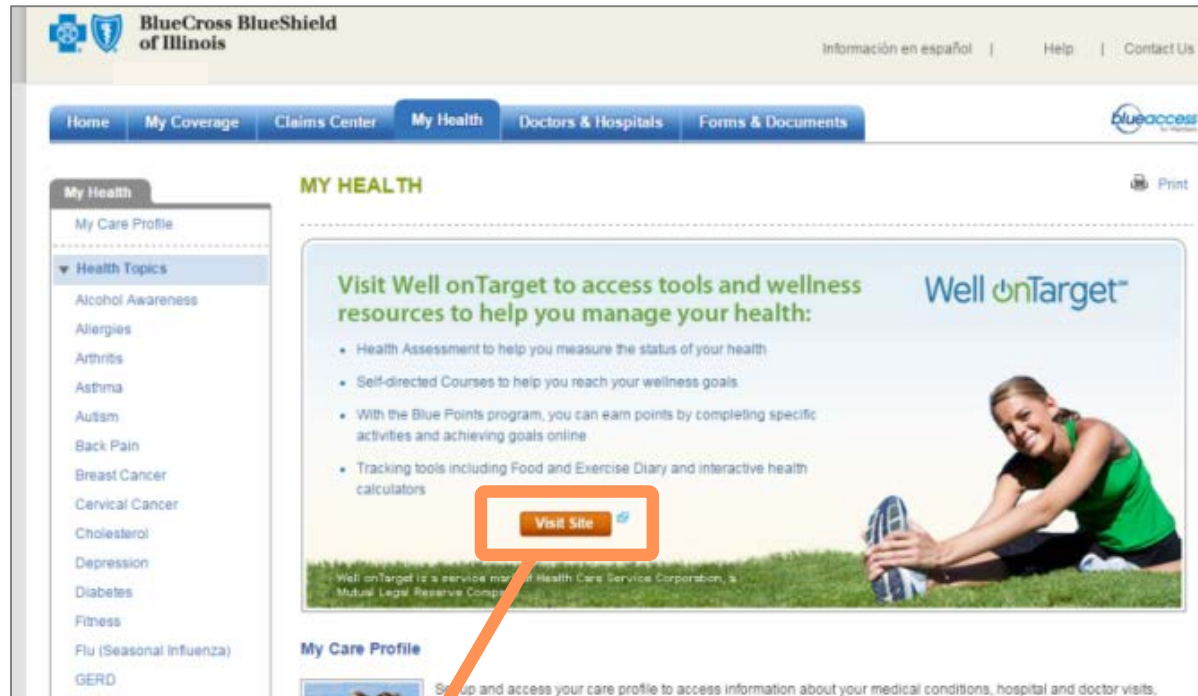
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Alternatively, select the **My Health** tab

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3

Within the **My Health** tab, click the **Visit Site** button

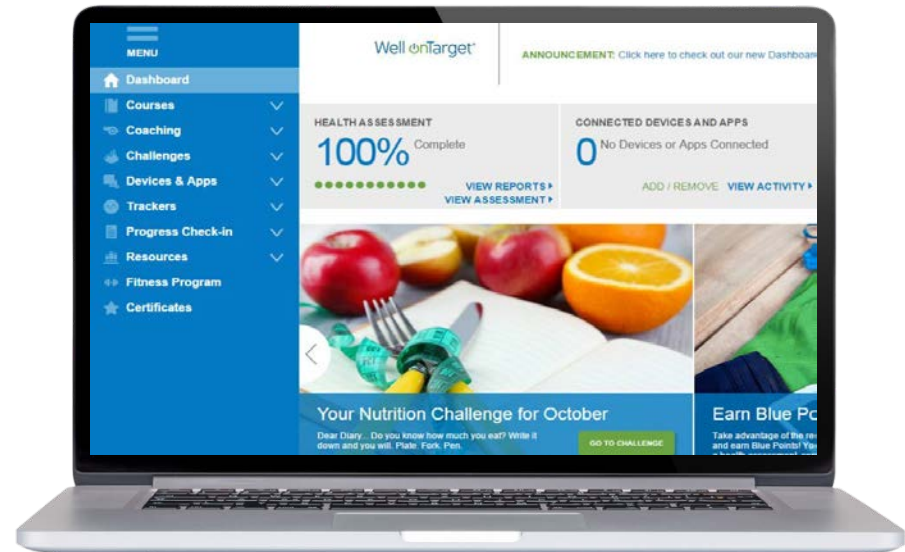
# Well onTarget Participant Portal

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- Health Assessment
- Self-directed courses
- Health and wellness content
- Trackers and tools
  - Interactive symptom checker
  - Food and exercise diary
  - Sync with fitness tracking devices you may already be using
- Blue Points rewards

## EMPOWERING, ENGAGING AND ACTIVATING PARTICIPANTS



The relationship between these vendors and Blue Cross and Blue Shield of Texas is that of independent contractors. BCBSTX makes no endorsement, representations or warranties regarding any products or services offered by the above-mentioned vendors.

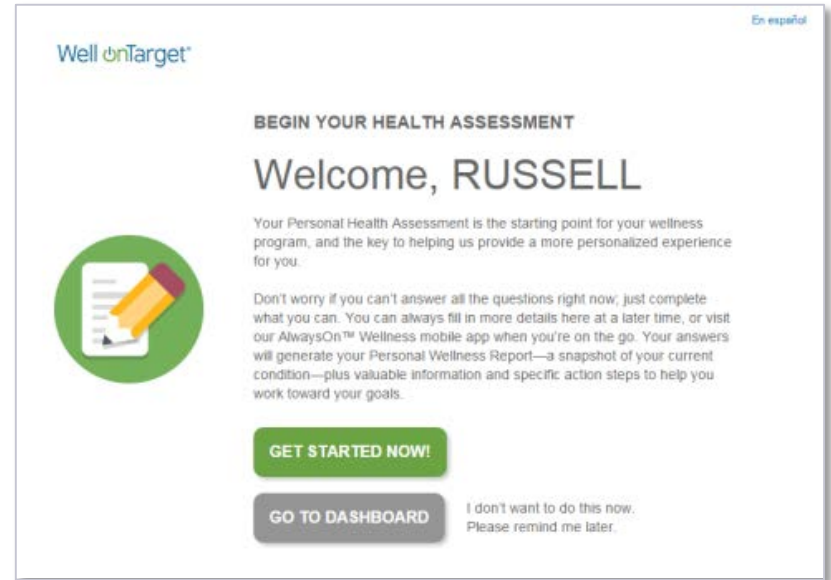


# Health Assessment – onmyway

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- Confidential questionnaire regarding lifestyle habits
- Approximately 15 minutes to complete
- Available in both Spanish and English
- Generates personal wellness report
- Personalized recommendations and guidance
- Meets the requirement for agency health assessments
- Earn points that can be redeemed for prizes



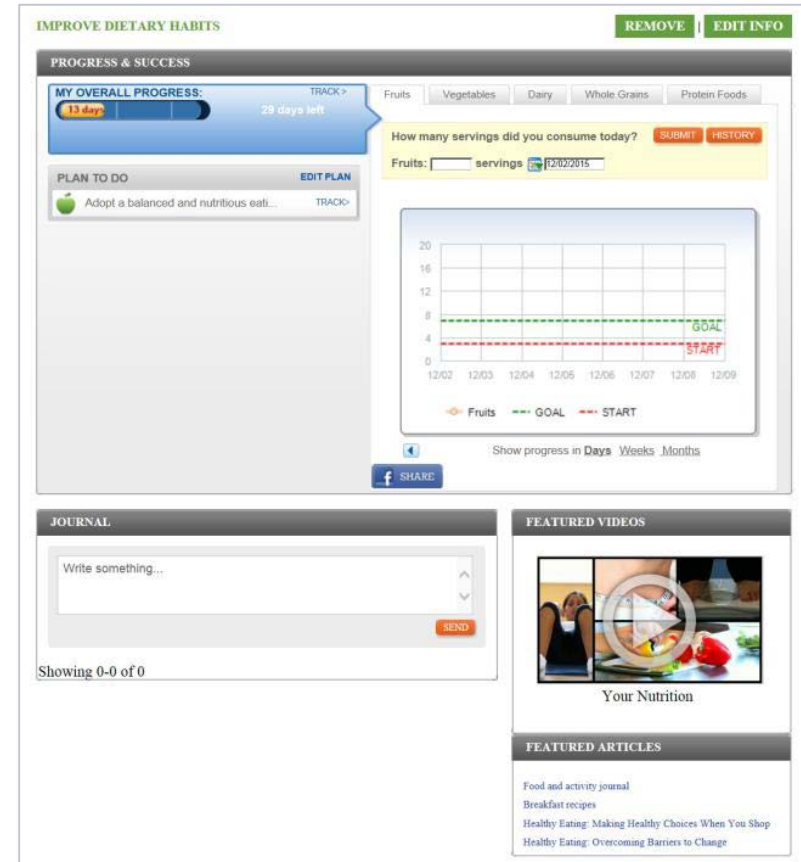
The screenshot shows the 'Well onTarget' health assessment interface. At the top left is the 'Well onTarget' logo, and at the top right is a link for 'En español'. The main heading is 'BEGIN YOUR HEALTH ASSESSMENT'. Below this, it says 'Welcome, RUSSELL'. A paragraph explains that the Personal Health Assessment is the starting point for the wellness program. To the left of this text is a green circular icon containing a white document with a yellow pencil. Another paragraph encourages the user to complete the assessment now or use the 'AlwaysOn' mobile app. At the bottom, there are two buttons: a green 'GET STARTED NOW!' button and a grey 'GO TO DASHBOARD' button. To the right of the dashboard button is a link that says 'I don't want to do this now. Please remind me later.'

# Integrated Wellness Goals & Trackers

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- Track a wide range of health factors from nutritional choices and stress levels to blood pressure and tobacco use
- Connect with expert coaches via secured messaging on the portal or over the phone
- Mobile settings allow for text reminders



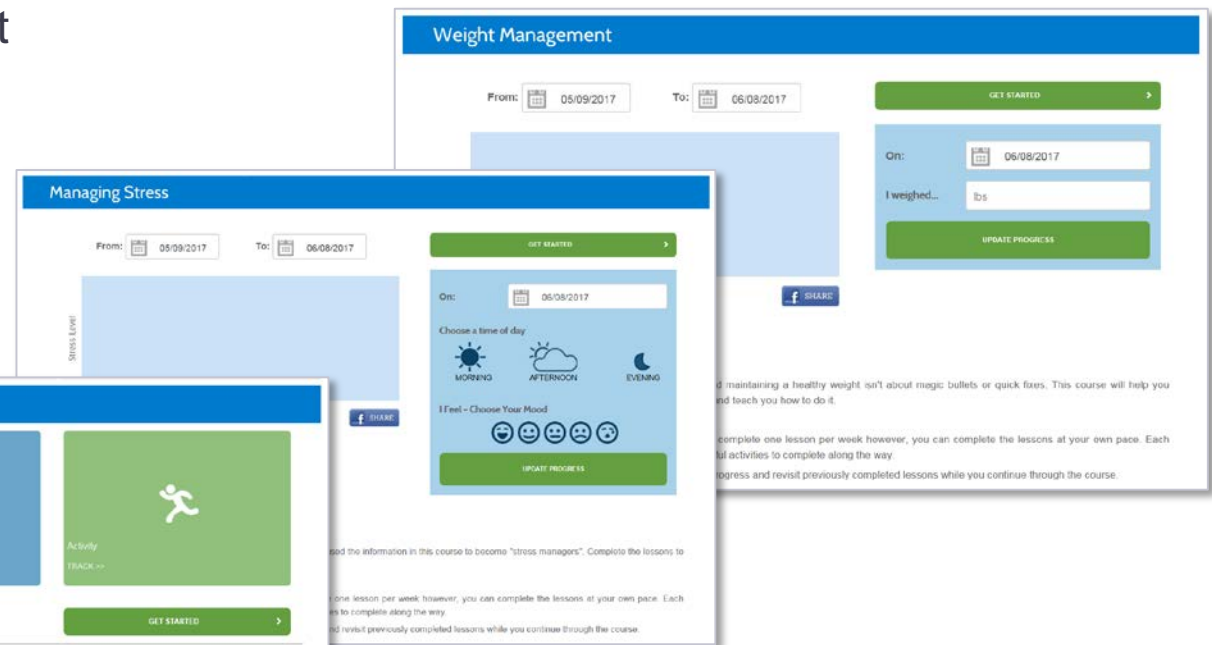
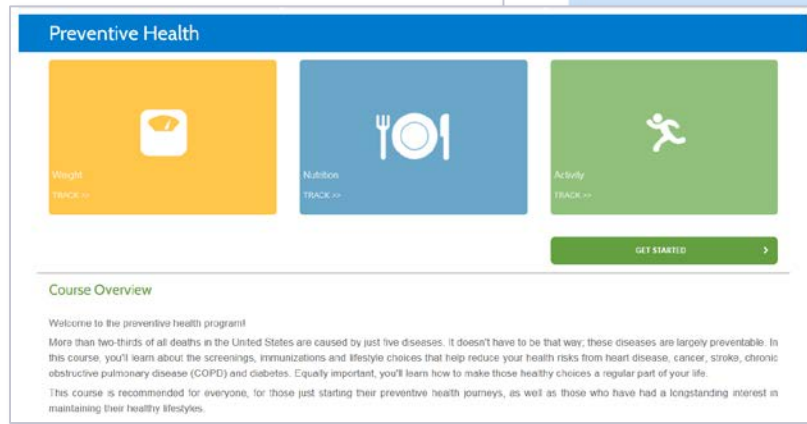
# Self-Directed Courses – onmytime

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## Structured 12-week lessons on five health topics

- Weight Management
- Nutrition
- Physical Activity
- Managing Stress
- Quitting Tobacco



# Tobacco Cessation Requirements

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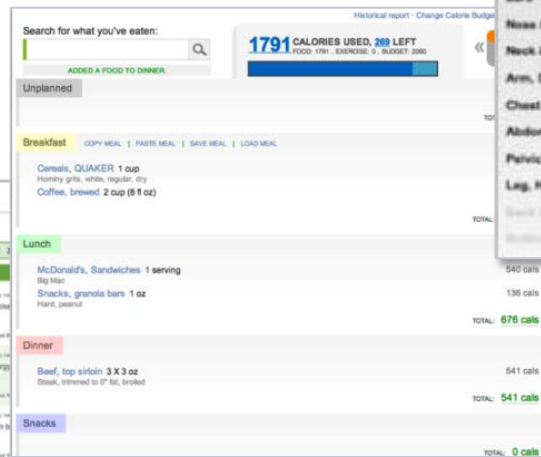
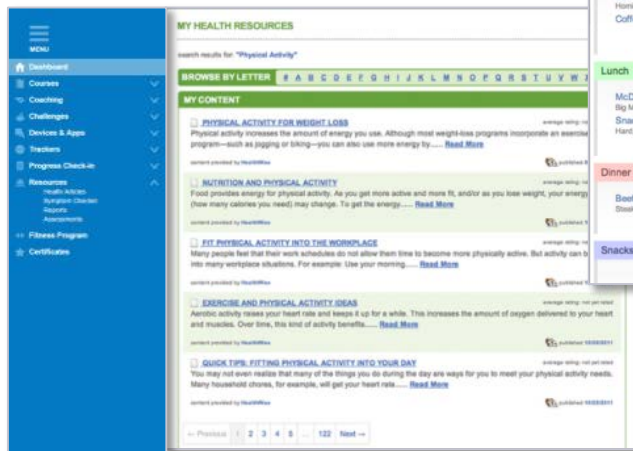
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- A surcharge applies for all participants certified as tobacco users
- Surcharge will be waived with the completion of the Choose to Quit program
  - Certification form is available on the ERS site and must be signed by your primary care physician
- Quitting Tobacco course in Well onTarget meets the requirement to waive the surcharge
  - Certificate can be printed



# Health and Wellness Resources and Interactive Tools

Helping participants stay on track



Symptom Checker

Food & Exercise Diary

Articles & Tools



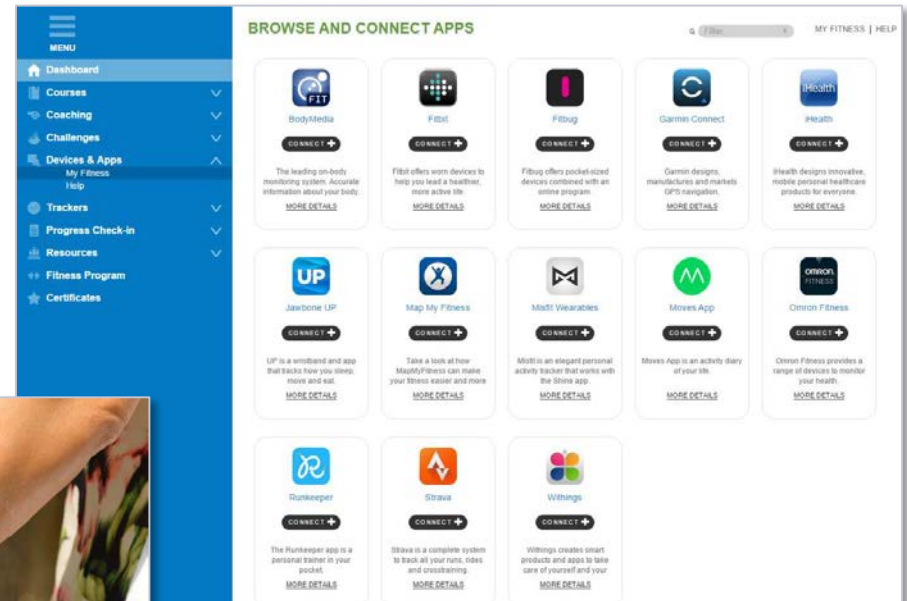
# Fitness Device Integration

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## Sync. Move. Achieve.

- Improves participant health and outcomes
- Drives participant engagement



# Coaching

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## Three Coaching Modalities

- Nutrition interventions to promote health and to reduce risk for major chronic diseases
- Physical activity plan that is appropriate for participant's current fitness and lifestyle
- Stress Management to creatively cope with stress by confronting their thoughts and actions



# Fitness Discount Program and Alternative Medicine Discounts

## Fitness Program:

- Nationwide network of leading national, regional and local fitness centers with no contract required
- \$25 monthly membership fee and \$25 enrollment fee
- Earn Blue Points as you work out



## Alternative Medicine Discounts:

Discounts on services from health and well-being professionals

- Acupuncture
- Massage
- Dieticians
- Childbirth Educators
- Personal Trainers
- Physical Therapists

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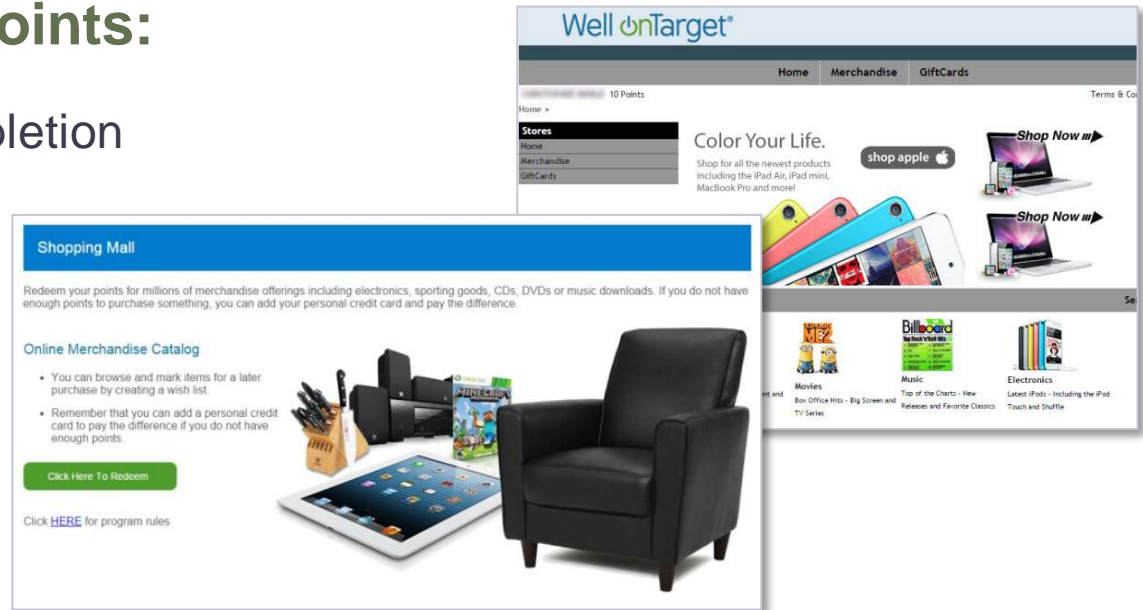
# Blue Points – Built-In Incentive

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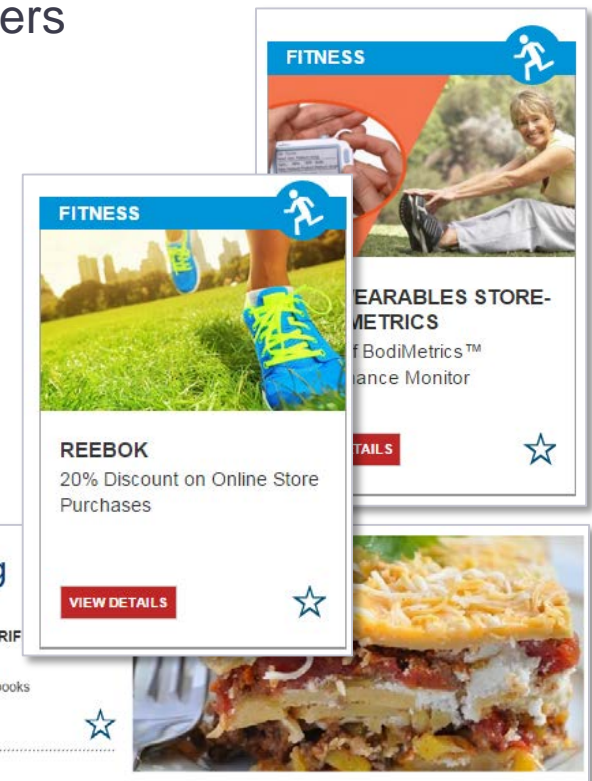
## Activities that earn points:

- Health Assessment completion
- Self-directed courses
- Fitness Program visits
- Use of online trackers
- Synching and using a fitness device or app



## Instant recognition and rewards with Blue Points

- Exclusive health and wellness discounts for members
- Discounts available on many items and services:
  - Fitness gear
  - Vision care
  - Healthy eating and more



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# Weight Management Programs

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Available at no cost to eligible participants enrolled in HealthSelect<sup>SM</sup> of Texas or Consumer Directed HealthSelect<sup>SM</sup> plan with a BMI of 23 or higher.\*

## Naturally Slim

Online program that uses clinicians and coaches to teach participants how to lose weight and improve health.

- Focuses on behavior modification - how and when a person eats versus what a person eats
- Program Duration: 10 weeks with additional support for one year following program completion
- Self-paced sessions that participants can access one week at a time at their convenience  
[naturallyslim.com/healthselect](http://naturallyslim.com/healthselect)

## Real Appeal

Online weight-loss program that uses coaches to help motivate participants to get active and lose weight.

- Focuses on tracking food and provides education on specific aspects of weight loss such as calorie intake and physical activity
- Program Duration: One year
- Scheduled group class sessions that a participant selects to attend during the sign up period  
[healthselect.realappeal.com](http://healthselect.realappeal.com)

\* Individuals may participate in one program at any time, but the HealthSelect plan will not cover your participation in both programs simultaneously.

# Accommodations

*Visually and hearing impaired adaptation available options:*

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## Well onTarget

- Health Coach can assist with completion of health assessment
- Telephone coaching support
- Interactive Voice Response (IVR) line for Onlife: (877) 806-9380

## Naturally Slim

- Closed captioned videos

## Real Appeal

- Transcript of sessions available
- Chat sessions with coaches available

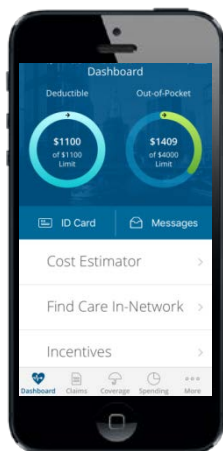
# Mobile Apps

## *Fitness at your fingertips*

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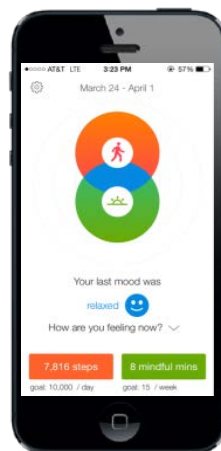
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### BCBSTX App

Quick access to member information and resources including claims, coverage, deductible and ID information.



### Centered App

Centered encourages a holistic approach to wellness by integrating clinically proven mindful meditation sessions and daily physical activity.



### AlwaysOn App

Take your Health Assessment, set personal health and wellness goals and track your progress. Track data synced from more than 80 fitness devices and apps.



# Questions

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# Thank You for Your Time

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# Disclosures

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Blue365<sup>®</sup> is a discount program only for BCBSTX members. This is NOT insurance. Some of the services offered through this program may be covered under the health plan you choose to offer. Employees should check their benefit booklet or call the customer service number on the back of their ID card for specific benefit facts. Use of Blue365 does not change monthly payments, nor do costs of the services or products count toward any maximums and/or plan deductibles. Discounts are only given through vendors that take part in this program. BCBSTX does not guarantee or make any claims or recommendations about the program's services or products. Members should consult their doctor before using these services and products. BCBSTX reserves the right to stop or change this program at any time without notice.

Blue Points Program Rules are subject to change without prior notice. See the Program Rules on the Well onTarget<sup>®</sup> Member WellnessPortal at [wellontarget.com](http://wellontarget.com) for further information.

Naturally Slim and Real Appeal are independent companies that contract directly with ERS to provide wellness services for the HealthSelect of Texas and Consumer Directed HealthSelect plans. They are solely responsible for the products and services that they provide.

Blue Cross and Blue Shield of Texas, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association