



BlueCross BlueShield of Texas



Introducing Well onTarget®

It makes sense. When you feel well, you do well. The same is true for your employees. But wellness is more than just eating right and working out. It involves making healthy choices that can enrich your mind, body and spirit.

To be effective, your company's wellness program needs to include innovative tools to support your employees throughout their lifelong journey of healthy living. That's why we offer Well onTarget.

Well onTarget is a complete wellness solution designed to:

- Enhance employee engagement
- Reduce costs
- Promote good health

In addition to promoting increased productivity and employee loyalty, this fully integrated bundle also offers a cost-effective and low-risk solution to enhance your wellness culture.

Well onTarget offers a variety of resources to help you maintain an effective wellness program and encourage employee engagement.

Well onTarget®

The OnDemand Employer Wellness Portal

The portal delivers an interactive web experience for employers, with access to a rich repository of communication materials.

Materials include:

- Engagement Toolkit
- Training guides
- A comprehensive suite of activity reports

These OnDemand categories offer detailed information so you can develop a customized, turnkey engagement solution that fits your company's culture.

Member Wellness Portal

This engaging portal links your employees to a suite of innovative programs and tools, including:

- **Self-management programs:** Online suite of structured programs to help achieve health and wellness goals. Topics include stress management, tobacco cessation, sleep health, metabolic syndrome, diabetes management and more.
- **Health and wellness content:** The health library can educate and empower your employees with evidence-based, reader-friendly articles.
- **Tools and trackers:** These resources can help keep your employees on course while making wellness fun. They can use a symptom checker and health trackers.

Health Assessment¹

The online Health Assessment (HA) uses adaptable questions so employees can develop health goals. After taking the HA, they will get a personal wellness report. This confidential report gives your employees tips for living their healthiest life.

Blue PointsSM Program²

Your employees can earn Blue Points for participating in wellness activities. They can redeem points in the online shopping mall.³

Fitness and Nutrition Tracking

Your employees can track their nutritional or physical activity using popular fitness devices and mobile apps, and they can even earn Blue Points for doing so.

Fitness Program⁴

The Fitness Program offers a flexible gym network that fits members' budgets and preferences.

The program includes:

- **Studio Class Network:** Boutique-style classes and specialty gyms with pay-as-you-go option and 30% off every 10th class.
- **Family Friendly:** Expands gym network access to covered dependents at a bundled price discount.
- **Convenient Payment:** Monthly fees are paid via automatic credit card or bank account withdrawals.⁴

Expand Your Options

You can offer your employees onsite wellness opportunities such as:

- Flu shots⁵
- Paper HA: Some employees may prefer a hard copy of their HA. In an effort to meet the needs of all your employees, we offer paper versions, too.



Your Employees Can Take Wellness on the Go

The Well onTarget mobile app, AlwaysOn, is available for iPhone® and Android™ smartphones. It can help your employees work on their health and wellness goals — anytime and anywhere.

Your employees can complete the HA, check their Blue Points balance and track wellness information.

1. Well onTarget is a voluntary wellness program. Completion of the Health Assessment is not required for participation in the program.

2. The Blue Points program is available through Well onTarget, but groups can elect not to make this program available to their employees. Contact your account representative to learn more about Blue Points and other incentive solutions.

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. 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.

5. Flu vaccines are administered by LabCorp, a third party vendor who has contracted with Blue Cross and Blue Shield of Texas.

* Individuals must be 18 years old to purchase a membership. Dependents, 16-17 years old, can join but must be accompanied to the location by a parent/guardian who is also a Fitness Program member.

** Taxes may apply. Individuals must be at least 18 years old to purchase a membership.

AlwaysOn is owned and operated by Onlife Health Inc. an independent company that has contracted with Blue Cross and Blue Shield of Texas to provide digital health management for members with coverage through BCBSTX.

The Fitness Program is provided by Tivity Health™, an independent contractor that administers the Prime Network of fitness locations. The Prime Network is made up of independently owned and operated fitness locations.

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 third-party vendors and the products and services offered by them.