



BlueCross BlueShield of Texas

A man and a young girl are playing beach volleyball on a sandy beach. The man is on the left, leaning forward with his arms outstretched, ready to catch the ball. The girl is on the right, jumping up with her arms raised, having just thrown the ball. The ball is in the air between them. The background shows the ocean and a clear sky. The entire image is overlaid with a semi-transparent blue filter.

Wellbeing Management

Empower+ for Groups with 1-150 Members

A Complete Solution for a Healthier Workforce



Empower+ Package Highlights

- A blend of high-tech and high-touch
- Expanded targeting, outreach and interventions compared to Enable
- Potential for greater cost savings than Enable



Holistic Health Management

A care team, led by a health advisor, addresses the mental, physical and emotional aspects of health issues for the most costly and complex cases.¹ Members can interact with their health advisor through a variety of convenient channels, including the ability to schedule a callback.



Advanced Analytics

State-of-the-art algorithms help health advisors identify members earlier in their health journey when interventions can have the greatest impact on health outcomes and cost of care. Expanded targeting evaluates more conditions and identifies more high-cost and potential high-cost claimants than Enable.



Targeted Messaging

Automated touch points triggered by missed appointments, tests and refills help engage members across the health spectrum. Personalized reminders emphasize the importance of annual visits, preventive screenings and immunizations. Educational messages encourage members with chronic conditions, such as diabetes and asthma, to take actions to improve their health.



Utilization Management (UM)

Evidence-based care yields improved health and financial outcomes. Our UM processes help prevent misuse and overuse, which can improve member health and reduce medical spend. Programs address a wide spectrum of health care costs, including:

- Inpatient services
- Select outpatient services
- Specialty drug preauthorization



Behavioral Health

Integrating behavioral health with medical and pharmacy programs is fundamental to holistically managing employee health. Multi-disciplinary teams help identify, outreach and engage members with coexisting medical and behavioral conditions. The program also includes:

- Inpatient and outpatient utilization management
- Specialty teams for opioid and substance use, autism and eating disorders
- Support for members adjusting to a life event – or in need of intensive behavioral health services



Pharmacy²

Cohesive pharmacy benefits can improve the clinical and financial results of your employees' care. Our integrated medical and pharmacy programs can lead to:

- Improved medication adherence
- Better management of high-cost therapies
- A simpler, more inclusive member experience
- Access to affordable prescription drugs



Special Beginnings®

This structured maternity program enables early identification of high-risk pregnancies and supports and educates expectant mothers from early pregnancy to six weeks after delivery.



Well onTarget® Member Wellness Portal

Personalized action plans, along with fitness and nutrition device integration, jump start each employee's journey toward overall wellbeing. Convenient digital self-management programs address a variety of wellness and lifestyle topics, including:

- Stress
- Weight loss
- Tobacco cessation
- Asthma, diabetes and other chronic conditions
- Sleep health
- Financial wellbeing



Fitness Program³

Employees can design a fitness program to fit their family's budget and preferences. Flexible options include a choice of four tiers of gyms, studio classes and bundled discounts for dependents.



Blue PointsSM

Members can earn points for completing healthy activities like taking a Health Assessment, enrolling in a self-management program, joining the Fitness Program or using a fitness tracker.⁴ They can then redeem those points for merchandise.⁵



24/7 Nurseline

Nurses guide members to the appropriate level of care for their health issue, answer general health questions and direct members to an audio library of 1,000+ health topics. They can also access benefits information to direct members to other programs that may be helpful.



Comprehensive Reporting

Gain a deeper understanding of your population's behaviors through participation and outcome insights from multiple programs and channels. Hard-dollar savings and avoided costs are included to substantiate the value of the programs for your unique employee population.

To find out whether this solution can help your organization meet its goals for health benefits and cost management, contact your Blue Cross and Blue Shield of Texas Account Representative.

1. Communications and information from the program are not meant to replace the advice of health care professionals. Members should talk to their doctors about their health care needs. Decisions regarding course and place of treatment remain with members and their health care providers.
2. Applies to groups with BCBSTX carve-in pharmacy benefits.
3. The Fitness Program is provided by Tivity Health™, an independent contractor which administers the Prime Network of fitness centers. The Prime Network is made up of independently-owned and managed fitness centers. Enrollment fees and monthly fees apply. Member costs depend on options selected.
4. Well onTarget is a voluntary wellness program. Completion of the Health Assessment is not required for participation in the program.
5. 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. 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.