



BlueCross BlueShield of Texas



## Introducing Well onTarget<sup>®</sup>

**It makes sense.** When you feel well, you do well. The same is true for your employees. But wellness involves more than simply managing diet and exercise.

To be effective, your company's wellness initiative needs to include innovative programs to support your employees regardless of where they find themselves along the path of health and wellness.

That's why we developed Well onTarget<sup>1</sup>, a wellness solution designed to enhance engagement and reduce costs—all while promoting good health.

These custom services are created for employers who want to ensure the best for their employees while having the flexibility of choosing what they want and when they want it. To enhance your wellness culture, Well onTarget provides onsite services, dedicated resources and worksite wellness events.\*

Some services may be available as buy-ups for existing programs. Contact your account representative for more details.

Well onTarget<sup>®</sup>



## Engagement Resources

Well onTarget maximizes your wellness dollars through its many resources to boost and track employee engagement. Our leading edge products use the latest technology to allow more detailed reporting, inviting member tools and enhanced capabilities.

### Member Wellness Portal

Personalized online tool that links the participant with valuable health resources, goal trackers and more.

### Health Assessment

Members can take an online Health Assessment to address health risks and habits. A paper version is also available for an additional cost.

### Digital Self-management Programs

Suite of courses on stress management, tobacco cessation, sleep health, metabolic syndrome, diabetes management and more.

### Blue Points<sup>SM 2 3</sup>

Member rewards program for engaging in healthy activities.

### Device Tracking

Members can earn points for tracking on popular fitness and mobile apps.

### Fitness Program<sup>5</sup>

Flexible membership discount program that gives members access to a nationwide network of fitness centers. Members get a choice of gym networks to fit budgets and preferences.

### Employer Wellness Portal

Employer portal that allows you to review reports on employee participation, download employee communications and schedule workplace events.



## Expand Your Options

You can offer your employees onsite wellness opportunities such as:

- On-site flu vaccination events are scheduled through Albertsons.<sup>4</sup>
- There is a 30-person minimum to host a flu shot event.



## 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.

\*For groups with 100+ subscribers

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

5. 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.

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 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.

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