

Wellness

Blue Cross Blue Shield of Texas' Well onTarget® program includes a health incentive program called Blue Points, a mobile app with fitness and nutrition tracking, lifestyle coaching, and a library of online resources. Go to wellontarget.com to find articles, videos, tools, and trackers to help you live healthy and well. [Click here to watch a video about wellness.](#)

Taking one small, first step can set you on a path to better health throughout your life. Whether you need support for a specific health issue or you're looking to boost your overall wellbeing, you'll have help along the way. Here are a few things you can do with the tools included in your BCBSTX plan:

- Improve your mental health with digital programs for stress, depression, panic, resiliency and more
- Get help to manage your pre-diabetes, diabetes, high blood pressure or joint and spine pain
- Join a weight-loss program
- Download apps for support with fertility, pregnancy and parenting issues
- Talk with a nurse, any time, day or night
- Work with a coach or complete online programs to help reach wellness goals
- Earn rewards for healthy activities
- Access a nationwide network of fitness centers¹

[Click here to watch a video about seeing a physician regularly.](#)

[Click here to watch a video about wellness.](#)



Blue Points - Rewards for Healthy Living

By regularly participating in health activities, you can earn Blue Points that can be redeemed in an online rewards store through BCBSTX's Well onTarget program. From camping equipment to smart wearables, there are plenty of exciting rewards waiting to be unlocked by doing activities as simple as:

- Filling in health assessments
- Participating in self-management programs
- Engaging with certified wellness coaches
- Completing online wellness challenges
- Tracking your own steps, diet, etc.
- Connecting and using fitness wearables
- Learning about various health topics

These programs do not replace the care of a doctor. Talk to your doctor about any health questions or concerns.

¹Fees apply. Individuals must be at least 18 years old to purchase a membership.

Well onTarget®

