



# Blue Points<sup>SM</sup> Rewards for Healthy Living

Well onTarget understands how hard it can be to maintain a healthy lifestyle. Sometimes you may need a little motivation. That’s why we offer Blue Points<sup>1</sup> to keep you climbing toward your wellness goals.

With the Blue Points program, you will be able to earn points by regularly participating in a range of healthy activities. You can then redeem your points for popular health and wellness merchandise and services.

Blue Points offers you many features:

### **Instant recognition of points**

Real-time granting of points<sup>2</sup> gives you instant notice of your healthy efforts.

### **Easily manage your points**

The interactive portal makes it easy to understand how many points are available to be earned. You can also track the total number of points earned year-to-date. All of your point data will be displayed on one screen.

### **Get more Blue Points**

The Blue Points program gives you the option to supplement your Blue Points balance using a credit card to redeem your points for a larger reward.

### **Expanded selection of rewards**

Redeem your hard-earned points in an expanded online Shopping Mall. Reward categories include Apparel, Books, Health & Personal Care, Jewelry, Electronics, Music and Sporting Goods. In addition, check out the “Rewards on Sale” section for discounted merchandise including electronics, games, luggage and more.



Blue Points and Well onTarget feature convenient online tools and personalized services that help support, inform and motivate you on a journey to wellness.

[wellontarget.com](http://wellontarget.com)

<sup>1</sup> Blue Points Program Rules are subject to change without prior notice. See the Program Rules on the Well onTarget Member Wellness Portal for further information. Your company may have additional reward programs in place to encourage you to take advantage of certain preventive care and wellness activities or for making healthy changes. Check your employee benefits.

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

# Rewarding Healthy Behavior

Look how quickly your Blue Points can add up! Sample activities that help you earn Blue Points include:

<b>Completing the onmyway™ Health Assessment (once every six months)</b>	2,500 points every 6 months
<b>Taking all 12 lessons of a Self-directed Course</b>	1,000 points per quarter
<b>Tracking progress in the online tools on the Well onTarget Member Wellness Portal</b>	10 points, maximum 70 points per week
<b>Enrolling in the Fitness Program<sup>3</sup></b>	2,500 points
<b>Adding weekly Fitness Program visits to your routine</b>	up to 300 points each week
<b>Completing any Self-directed Course Milestone Assessment</b>	up to 250 points per month
<b>Participating in a Biometric Screening through the Well onTarget program</b>	2,500 points per year
<b>Connecting compatible fitness device or app</b>	2,675 points
<b>Tracking progress using compatible fitness device or app</b>	55 points per day

Log on to [wellontarget.com](http://wellontarget.com) to access all the interactive tools and programs you need to start racking up Blue Points. Check out the online Shopping Mall with an expanded array of rewards to help motivate you to earn more points.

[wellontarget.com](http://wellontarget.com)

<sup>2</sup> Does not include Blue Points earned from the Fitness Program and Biometric Screenings activities.

<sup>3</sup> Healthways, Inc. is an independent contractor which administers the Prime Network of fitness centers. The Prime Network is made up of independently-owned and managed fitness centers.