



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 the Well onTarget program.

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.

Employer Portal

The ondemand Employer Wellness Portal delivers an interactive web experience 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.

Biometric Screenings

A screening panel (total/HDL cholesterol with ratio, glucose, LDL cholesterol and triglycerides) can help reduce overall medical expenses by identifying potential risk factors.

Member Wellness Portal

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

- **Digital self-management programs:** Online suite of structured courses 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:** This health resource can educate and empower your employees with evidence-based, reader-friendly articles.
- **Trackers:** Help to 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 to learn more about your employees. After they take the HA, they will get a personal wellness report.

This confidential report gives your employees tips for living their healthiest lives.

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 Tracking

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

Fitness Program⁴

The Fitness Program is a flexible membership program that gives your employees access to a nationwide network of thousands of fitness locations as well as digital options.

Expand Your Options

You can add a number of buy-up options to meet your employees' needs:

- **Worksite Wellness Events:** You can offer your employees a variety of on-site health and wellness opportunities, such as health fairs, health education classes, flu shots and health screenings.⁵
- **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 Wellness mobile app, available for iPhone® and Android™ smartphones, 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. Prime is a registered trademark of Tivity Health, Inc. Tivity Health is a trademark of Tivity Health, Inc. Tivity Health is an independent company that has contracted with Blue Cross and Blue Shield of New Mexico to provide digital fitness activities for members with coverage through BCBSNM.

⁵ Screenings are conducted by Catapult Health, a third party vendor. Catapult Health is an independent company that has contracted with Blue Cross and Blue Shield of New Mexico to provide digital fitness activities for members with coverage through BCBSNM.

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