



BlueCross BlueShield.

Illinois • Montana • New Mexico
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It's All About Wellness and Well onTarget[®] in 2023

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To do everything in our power
to stand with our members
in sickness and in health[®]



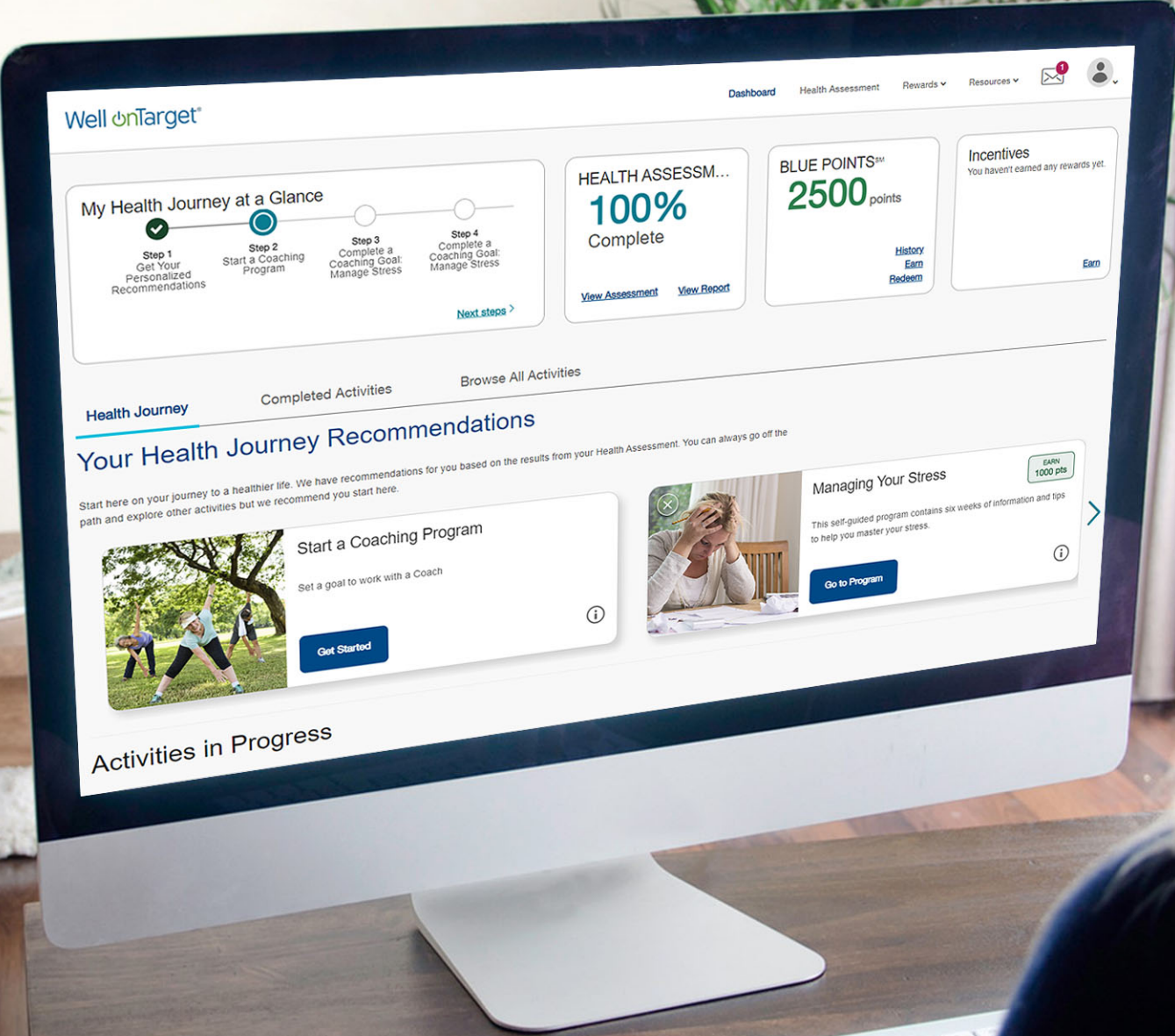


Well Target®

An Integrated Approach
to Healthy Living

Well onTarget® MEMBER PORTAL

RELEVANT.
TIMELY.
IMPACTFUL.
PERSONALIZED.



AlwaysOn Mobile App

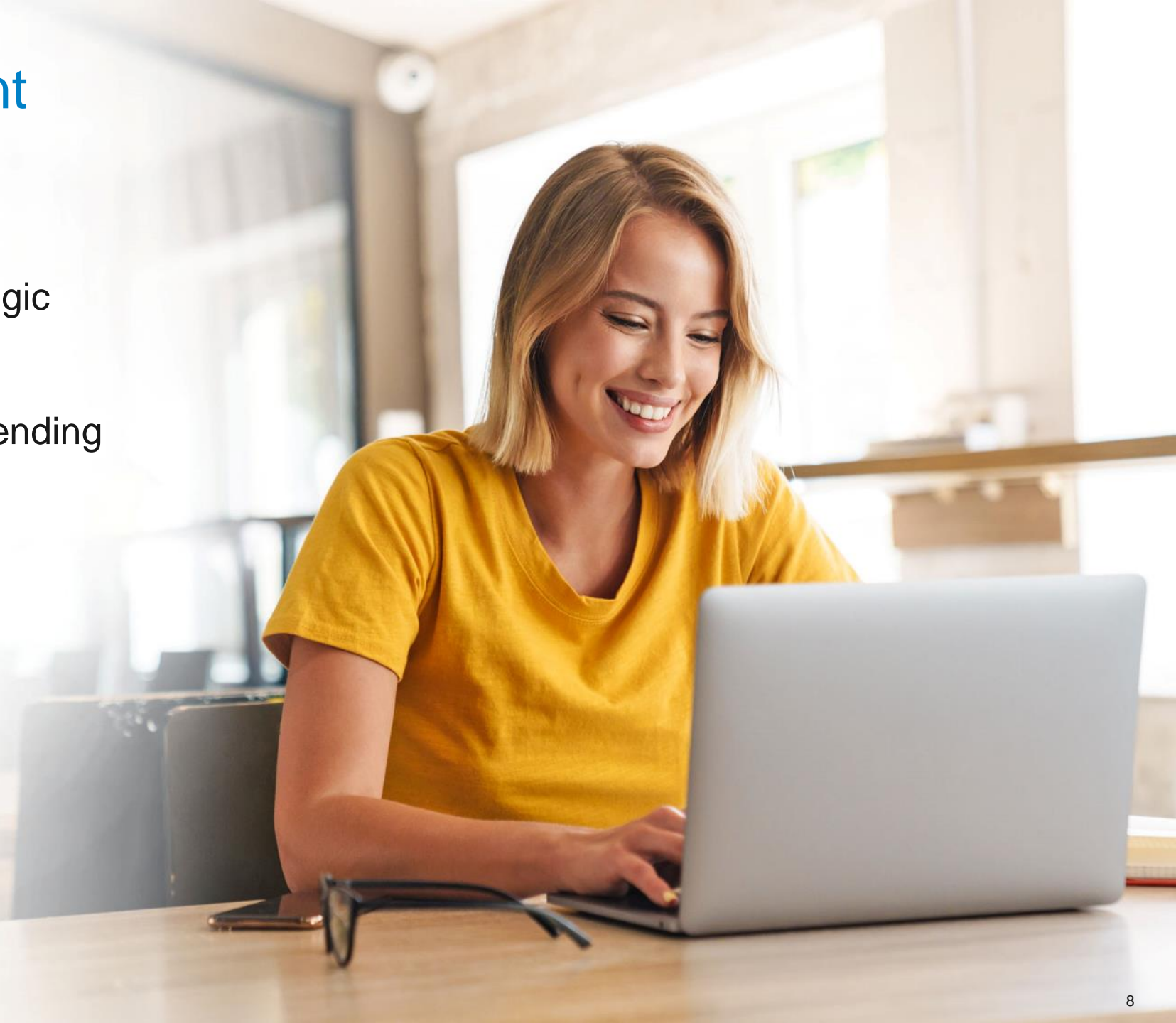


Mobile App Features

- Health Assessment
- Secure Messaging with Health Coach
- My Journey Dashboard
- Health Trackers
- Digital Self-management Programs
- Wellness Challenges
- Fitness & Nutrition Device and App Integration
- **NEW** Blue PointsSM Redemption
- Incentives, if applicable
- Available in Spanish

The Health Assessment

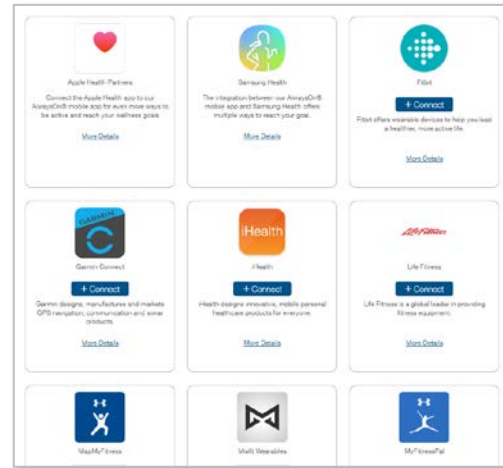
- Integrated within the portal
- Scientifically based branching logic for a personalized experience
- Drives engagement by recommending self-management programs and coaching after completion
- Personal wellness report with health improvement tips
- Can be completed in the mobile app
- Available in Spanish



Device Marketplace, Dashboard and Health Tracker

Fitness and Nutrition Device Integration

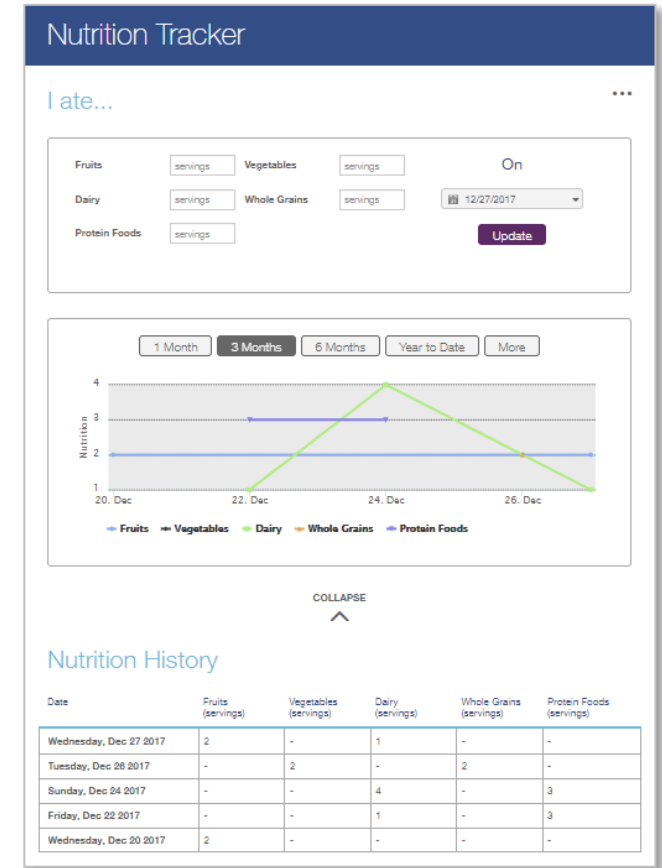
- Improves member health and outcomes
- Drives member engagement and wellness
- Member data is shown in a graph which allows a view of progress over time
- Filters allow the user to look at different timeframes and/or different devices/apps



Health Tracker

Topics include:

- Nutrition
- Weight
- Physical Activity
- Stress
- Quit Tobacco
- Blood Pressure
- Cholesterol
- Sleep
- Oral Health
- Water Intake



Digital Self-Management Programs



INTERACTIVE

1. Enhancing Your Physical Activity
2. Managing Your Stress
3. Quitting Tobacco
4. Staying Tobacco Free
5. Achieving Your Healthy Weight
6. Maintaining Your Healthy Weight
7. Nutrition For Better Health
8. Improving Your Blood Pressure
9. Living With Diabetes
10. Improving Your Oral Health
11. Improving Your Sleep
12. Financially Fit

EDUCATIONAL

1. Improving Your Cholesterol
2. Preventive Health – Reducing Your Risks
3. Managing Your Metabolic Syndrome
4. Preventing Diabetes
5. Living with Asthma
6. Healthy Bones and Joints
7. Living With CHF
8. Living With COPD
9. Living With CAD

Healthy Pregnancy

10. Pre Pregnancy
11. First Trimester
12. Second Trimester
13. Third Trimester
14. Post Pregnancy

FITNESS PROGRAM

Provides employees a flexible option to live a healthy lifestyle with multiple gym packages and access to digital fitness content

Members can access these benefits through Well onTarget®

Flexible Fitness Options

- Members have a choice of multiple plans
- Digital videos and classes
- Family discounts
- Mobile app to search gyms and sign up
- Real-time data to get incentives
- Discounted studio classes

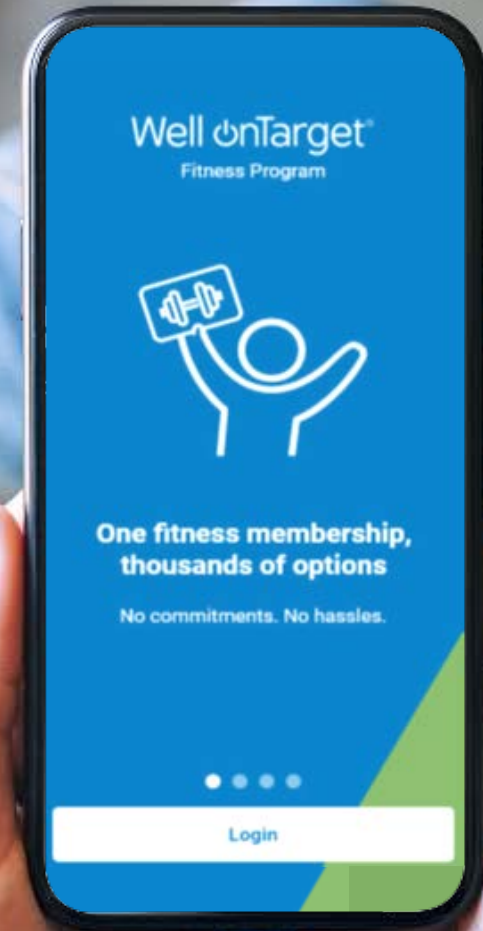
Options	Digital Only	Base	Core	Power	Elite
Monthly Fee	\$10	\$19	\$29	\$39	\$99
Gym Facility Network Size	Digital Access Only	3,000	7,500	12,000	12,400
\$19 Initiation Fee (no initiation fee for Digital Only option)					

Well onTarget® Fitness Program Mobile App



The Well onTarget Fitness Program mobile app allows members to:

- Access location search, studio class registration, location check-in and activity history
- Get real time check-in/activity reporting
- Schedule studio classes
- Explore nearby locations in the Fitness network
- Track current/past studio classes
- Get easy access to membership card



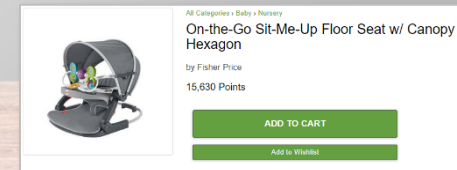
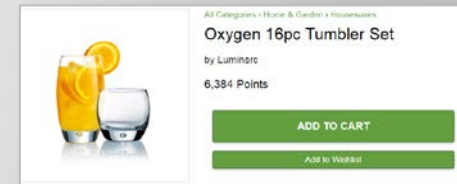
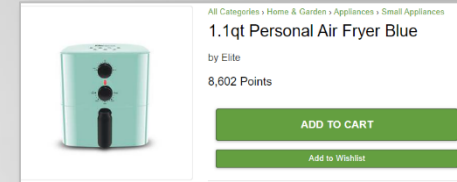
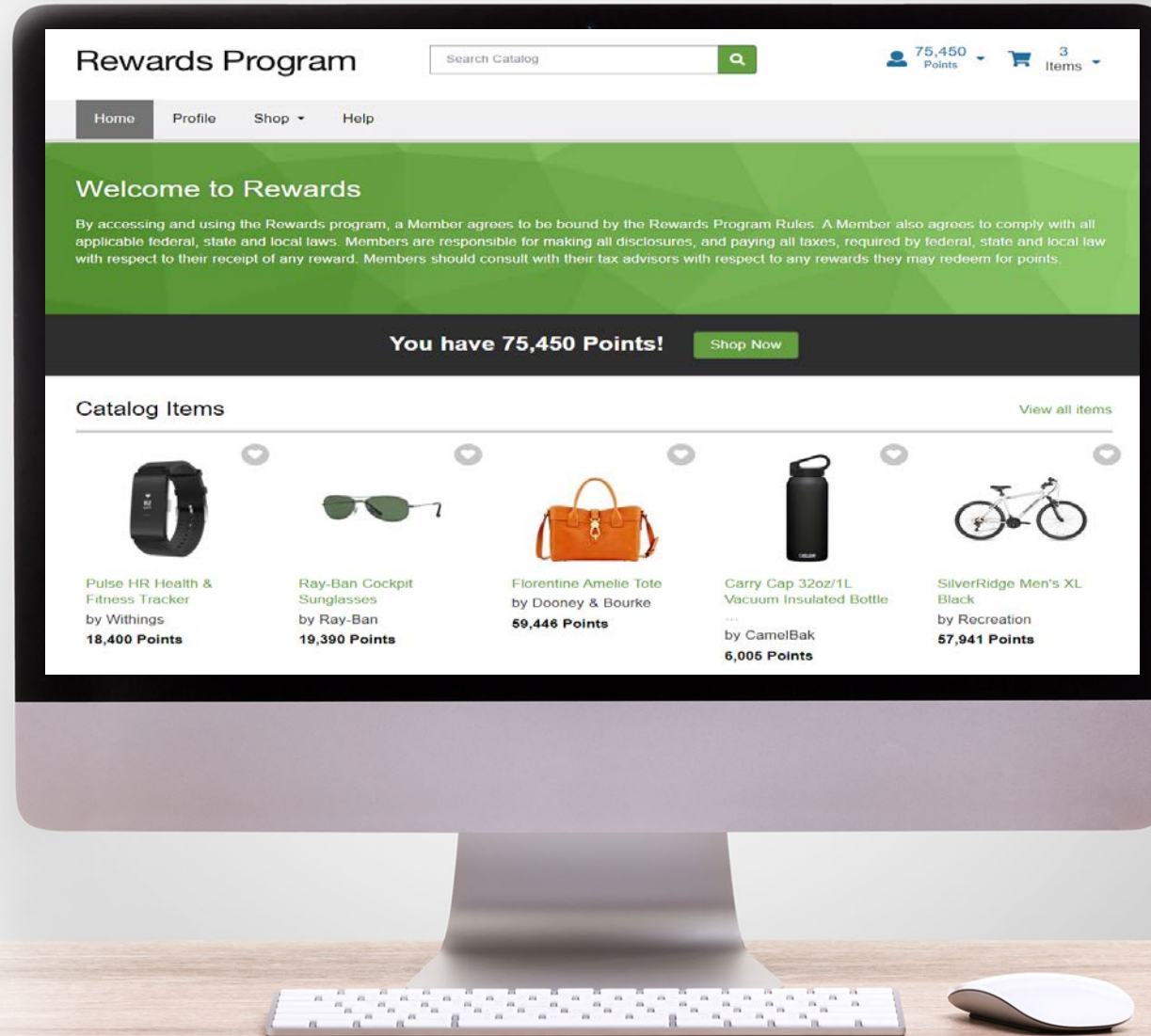
BUILT-IN INCENTIVES

Blue PointsSM

Offerings that earn points:

- Use of online trackers
- Connecting and syncing a fitness device or app
- Health Assessment completion
- Digital Self-management Program completion
- Fitness program visits

Redeem points in the online Shopping Mall with over a million products!



Online Wellness Challenges

- Personal and Corporate Challenges
- Personal challenges can be joined at any time
- Six new corporate challenges throughout the year
- Challenge topics include physical activity, nutrition, stress/resiliency, social wellbeing, sleep, weight management and tobacco cessation



Savvy Spending

Improve your financial well-being by moni... [Read More](#)

Duration: **30 Days**

Category: **Stress**



Brown Bag It

Pack your lunch every day this week.

Duration: **7 Days**

Category: **Nutrition**



Strike a Pose

Roll out your yoga mat and start practici... [Read More](#)

Duration: **30 Days**



Corporate Challenge

Take Time for yourself!

DAY 3 OF 43



Health & Wellness Tools and Resources

Engaging members with interactive [online tools](#) gives them a better experience and helps members stay proactive in their health care.

ARTICLES AND TOOLS

SYMPTOM CHECKER

HEALTH CONTENT

CONDITION MANAGEMENT RESOURCES

MENTAL WELLBEING

