

Blue PointsSM



Rewards for Healthy Living

Sometimes we all need a little incentive

That's why Blue Cross and Blue Shield of Texas offers Blue Points. Your employees and their covered dependents can earn valuable Blue Points, and redeem them for exciting rewards when they participate in activities designed to help them:

- Improve fitness
- Eat healthy
- Start or maintain an exercise program
- Find and read healthy recipes and articles

Most employers are looking for ways to improve the health of their employees and covered dependents and, at the same time, reduce their overall health care costs. Offering your employees Blue Points for redeemable rewards just may be the incentive they need!

How Blue Points works

Your employees and their covered dependents earn Blue Points automatically every time they use qualifying activities in the **For Your Health** section of the **Personal Health Manager**. These programs are designed to help them Get Fit, Eat Right and Live Well! They can earn up to 1,000 points a week by engaging in fun and interactive online activities, such as:

- Setting up a meal or fitness plan*
- Reading and rating a recipe or article
- Asking a question of a registered/licensed nurse, life coach, trainer or dietitian
- Earning "Medal Days" by reporting on a program they set up
- Utilizing the Family Management section for under age 18 dependents

Redeeming Blue Points

Blue Points are redeemable for gift certificates from major retailers, popular electronics, fitness items and much more. Redemption levels start at just 2,500 points. Or, they can choose to save their points and redeem them for even more valuable rewards at the 5,000, 10,000, 25,000 or 50,000 levels! Don't worry, participants are not responsible for sales tax, shipping or handling charges.



**BlueCross BlueShield
of Texas**

Blue Points

*Rewards for
Healthy Living*



Employees can get their entire family involved!

In addition to your employees, all of their covered dependents can also participate in the **Personal Health Manager** and earn their very own Blue Points.

Blue Points is just one part of the Personal Health Manager (PHM)

The PHM allows your employees to take charge of their health through online support and resources. In addition to earning redeemable Blue Points, the PHM also allows them to:

- Complete a health risk assessment to evaluate their health status.
- Request nutrition advice with **Ask A Dietitian**.
- Request fitness advice with **Ask A Trainer**.
- Receive help on managing stress, workplace conflicts or other issues with **Ask A Life Coach**.
- Ask registered nurses health related questions online with the **Ask A Nurse** feature.
- Set up a personal health record to keep track of health information in one secure Web location.
- Receive targeted wellness information via secure messages on the PHM to help manage specific medical conditions, including alerts for screening tests, and reminders for medical appointments and medication refills.
- Access wellness tracking tools, videos and interactive tutorials.
- Get information on exercise, nutrition and lifestyle issues.

Blue Care® Connection

Blue Points and the Personal Health Manager are part of Blue Care Connection — an umbrella of wellness programs offered by Blue Cross and Blue Shield of Texas.