



# Blue Points<sup>SM</sup>

## Rewards for Healthy Living

### Blue Care Connection<sup>®</sup>

Blue Points and the Personal Health Manager are part of BCBSTX's Blue Care Connection program – convenient online tools and personalized telephone services that help support, inform and motivate you on a journey to wellness.

Blue Cross and Blue Shield of Texas (BCBSTX), a division of Health Care Service Corporation, understands how hard it can be to change habits and maintain a healthy lifestyle. Yet, sometimes your good intentions aren't good enough. That's why BCBSTX offers Blue Points\* to keep you motivated and climbing toward your wellness goals.

#### How Blue Points Works

You earn Blue Points every time you engage in healthy activities, such as:

- Creating fitness, meal or life plans; setting goals and reporting on your progress
- Completing and updating the online Health Risk Assessment
- Participating in online wellness programs
- Incorporating fitness center visits as a part of your weekly routine through the Fitness Program

#### Redeeming Blue Points

You can redeem your Blue Points for popular health and wellness merchandise and services at the Blue Points Account and Redemption Center. Redemption levels start at just 2,500 points and go up to 50,000 points.

Redeeming your points is easy. Visit the Personal Health Manager, accessed from Blue Access<sup>®</sup> for Members at [www.bcbstx.com](http://www.bcbstx.com), and select Blue Points. Then choose your available Blue Points redemption level to start shopping!





## Blue Access for Members

In addition to the Personal Health Manager and Blue Points, you can log in to Blue Access for Members, at [www.bcbstx.com](http://www.bcbstx.com), to find personalized information about your health care coverage.



### The Entire Family Can Participate!

Your eligible dependents also can earn Blue Points. Adult and teenage dependents can earn points the same as you; however, recommended activities are based on adolescent guidelines.

Children ages six to 12 will discover their very own programs. They can earn miles that take them on a journey “Around the World.” Accumulated miles allow children to move from one destination to the next – earning stamps along the way. These stamps are redeemable for kid-friendly reward items at five different levels.

### Start Earning Blue Points Today

Enjoy the benefits of better health AND exciting rewards! Log in to Blue Access for Members at [www.bcbstx.com](http://www.bcbstx.com) and select Personal Health Manager from the *My Health – Tools* tab. Then start participating in any of the online *For Your Health* interactive programs.

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**Lisa** uses the tools available on the **Personal Health Manager** to help her maintain her weight goal. She creates personalized meal plans that fit her food preferences and dietary needs, and logs her daily food intake. To complement her healthy eating plan, Lisa forms an exercise plan and reports her weekly fitness activities. Earning Blue Points for these activities keeps Lisa motivated to maintain her weight, and she is looking forward to redeeming her points for new fitness equipment.

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\* Blue Points Program Rules are subject to change without prior notice. See the Program Rules and Frequently Asked Questions 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.

[www.bcbstx.com](http://www.bcbstx.com)