



**HealthSelect** of Texas<sup>®</sup>

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**HealthSelect**<sup>SM</sup>

# Wellness Inspired





# Dedicated Wellness Team

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of Texas

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HealthSelect<sup>™</sup>

**Sossity Fair**  
*Wellness Strategist*

- Conducts agency assessments and provides guidance on strategy and wellness program design
- Contact Sossity: **Sossity\_Fair@bcbstx.com**

**Becky Gillespie &  
Angie Lederer**  
*Wellness Consultant*

- Work with wellness consultants at agencies on program implementation
- Contact Becky: **Becky\_Gillespie@bcbstx.com**
- Contact Angie: **Angela\_Lederer@bcbstx.com**

# Presentation Overview

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- Participant portal: Well onTarget®
- Fitness Program
- Blue Points<sup>SM</sup>
- Weight management programs
- Blue365®
- Accommodations
- Mobile apps



# How to Access Well onTarget

via Blue Access for Members<sup>SM</sup>

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The screenshot shows the HealthSelect website interface. At the top, there is a navigation bar with the BlueCross BlueShield of Texas logo, a search bar, and a 'Log In' button. Below the navigation bar, there is a sidebar with various service links. The main content area features a 'blueaccess for Members' login portal. The portal includes a header with the logo, a brief description of the service, and a login form with fields for 'User Name' and 'Password', and a 'Log In' button. There are also links for 'New user? Register now.', 'Forgot user name or password?', and 'Take a tour'.

*To register, you will need your ID number on the front of your ID card or you can call a BCBSTX Personal Health Assistant toll-free at (800) 252-8039.*

- 1 • Access Blue Access for Members<sup>SM</sup> at [www.healthselectoftexas.com](http://www.healthselectoftexas.com)
  - Registered Users, enter **User Name** and **Password**
  - New Users, click **Register now**

# How to Access Well onTarget

via Blue Access for Members

HealthSelect<sup>®</sup> of Texas

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The screenshot shows the Blue Access for Members website. The top navigation bar includes tabs for Home, My Coverage, Claims Center, My Health (highlighted), Doctors & Hospitals, and Forms & Documents. The main content area features a 'Message Center' with one new message, a 'Quick Links' section with 'Well onTarget' highlighted, a 'PERSONAL HEALTH ASSISTANT' section with contact information, and a 'My Care Profile' section with a 'Blue Button' and 'Get Started' button.

- 2 • Within Blue Access for Members, click the **Well onTarget** link under **Quick Links**
- Alternatively, select the **My Health** tab



# How to Access Well onTarget

via Blue Access for Members

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The screenshot shows the Blue Access website interface. At the top, there is a navigation bar with tabs: Home, My Coverage, Claims Center, My Health (selected), Doctors & Hospitals, and Forms & Documents. The 'My Health' tab is active, and the page title is 'MY HEALTH'. On the left side, there is a sidebar menu with 'My Health' and 'Health Topics' expanded, listing various health conditions like Alcohol Awareness, Allergies, Arthritis, Asthma, Autism, Back Pain, Breast Cancer, Cervical Cancer, Cholesterol, Depression, Diabetes, Fitness, Flu (Seasonal Influenza), and GERD. The main content area features a 'Well onTarget' banner with the text: 'Visit Well onTarget to access tools and wellness resources to help you manage your health:'. Below this text is a list of bullet points: 'Health Assessment to help you measure the status of your health', 'Self-directed Courses to help you reach your wellness goals', 'With the Blue Points program, you can earn points by completing specific activities and achieving goals online', and 'Tracking tools including Food and Exercise Diary and interactive health calculators'. A 'Visit Site' button is highlighted with an orange box and an arrow pointing to it. Below the banner, there is a 'My Care Profile' section with a 'Set up and access your care profile to access information about your medical conditions, hospital and doctor visits.' link.

3 Within the **My Health** tab, click the **Visit Site** button

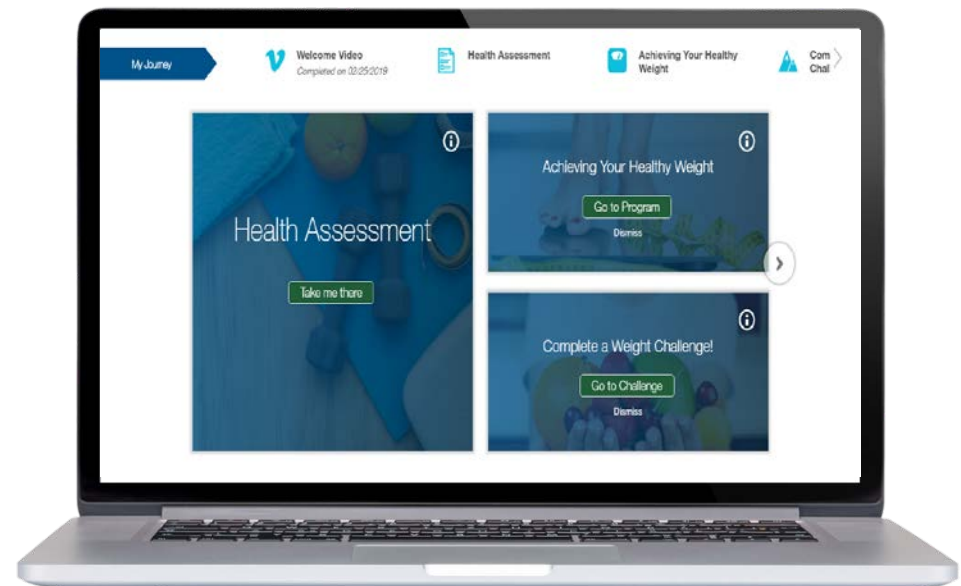
# Well onTarget Participant Portal

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- Health Assessment
- Self-management programs
- Health and wellness content
- Trackers and tools
  - Interactive symptom checker
  - Sync with fitness tracking devices you may already be using
- Blue Points rewards
- My Journey recommended activities
- Explore function

Empowering, engaging  
and activating participants

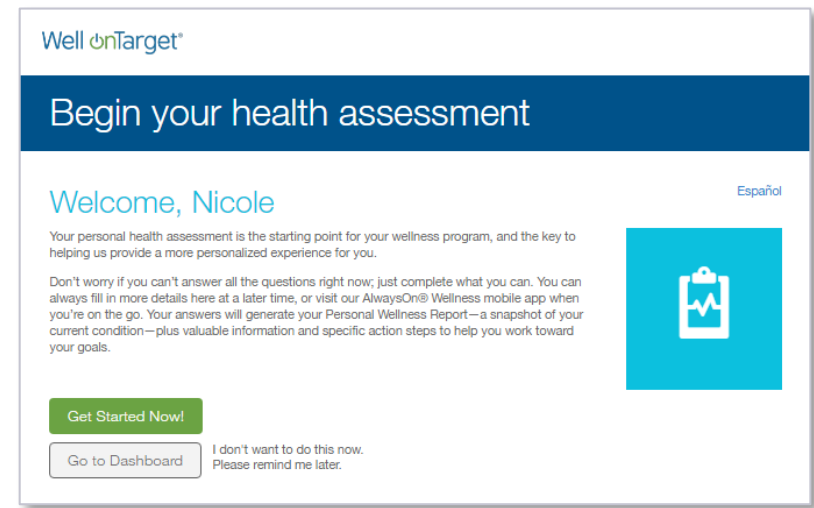


# Health Assessment – onmyway

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- Confidential questionnaire regarding lifestyle habits
- Approximately 15 minutes to complete
- Available in both Spanish and English
- Generates personal wellness report
- Personalized recommendations and guidance
- Meets the requirement for agency health assessments
- Earn points that can be redeemed for prizes



The screenshot shows the 'Well onTarget' landing page for a health assessment. At the top, it says 'Well onTarget' and 'Begin your health assessment'. Below that, it says 'Welcome, Nicole' and 'Español'. The main text reads: 'Your personal health assessment is the starting point for your wellness program, and the key to helping us provide a more personalized experience for you. Don't worry if you can't answer all the questions right now; just complete what you can. You can always fill in more details here at a later time, or visit our AlwaysOn® Wellness mobile app when you're on the go. Your answers will generate your Personal Wellness Report—a snapshot of your current condition—plus valuable information and specific action steps to help you work toward your goals.' There are two buttons: 'Get Started Now!' and 'Go to Dashboard'. A link says 'I don't want to do this now. Please remind me later.' There is also a blue icon of a clipboard with a pulse line.

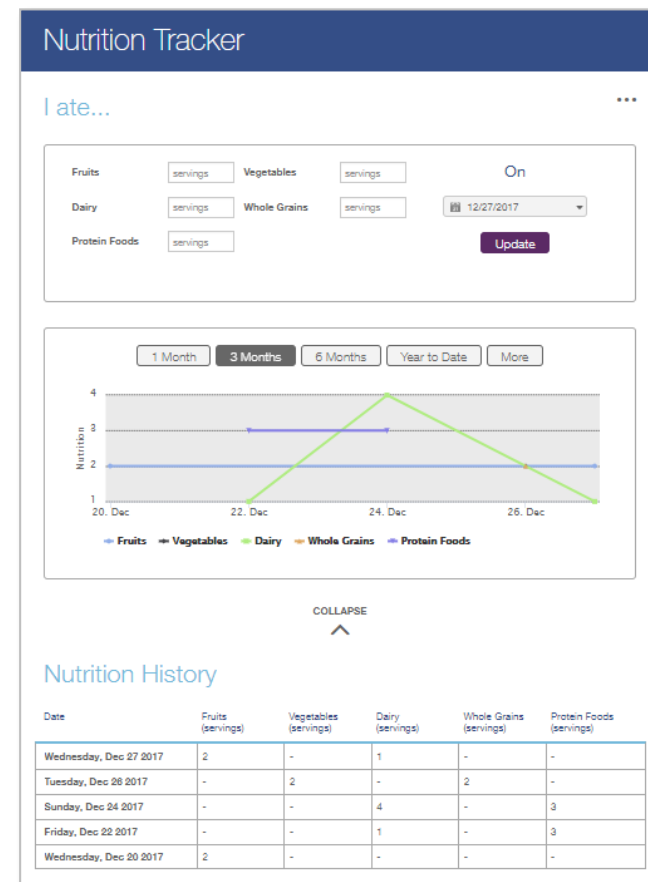


# Integrated Wellness Goals and Trackers

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- Track a wide range of health factors:
  - Blood pressure
  - Cholesterol
  - Nutrition
  - Oral health
  - Physical activity
  - Sleep
  - Stress
  - Tobacco
  - Water intake
  - Weight
- Connect with expert coaches via secured messaging on the portal or over the phone
- Mobile settings allow for text reminders



# Self-Management Programs

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## 26 structured self-management programs on a variety of health topics

- Programs provide a structured set of activities, support resources and information
- Covers wide range of topics including sleep health, diabetes prevention, stress and tobacco
- Blue Points can be earned by completing a program once per quarter

### Improving Your Sleep Program Overview

1000  
PTS

[Programs](#) > [Detailed Overview](#)

#### Improving Your Sleep

Sleep, just like good nutrition and physical activity, is vital for physical health, mental health, quality of life, and safety. Yet many Americans just don't get enough sleep. In this course, you'll learn important information about sleep and things you can do to get better, healthier sleep.

[Get Started!](#)

Welcome to Sleep Health

Sleep Hygiene

Improving Your Sleep

Sleep Disorders

Sleep Apnea

Tips for a Good Night's Sleep

# Tobacco Cessation Requirements

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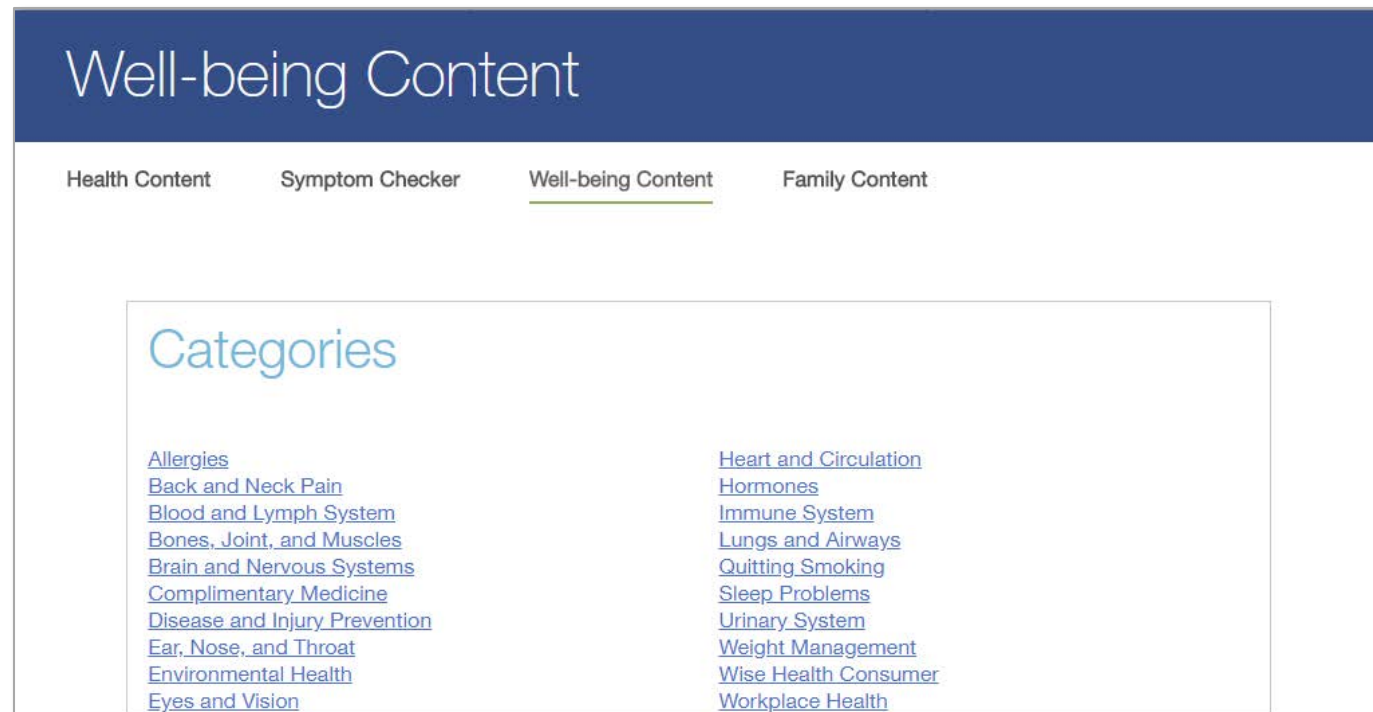
- A surcharge applies for all participants certified as tobacco users
- Tobacco-user premium will be waived with the completion of the ERS Choose to Quit program
  - Certification form is available on the ERS website and must be signed by your primary care provider (certificate can be printed)
- *Quitting Tobacco* and *Staying Tobacco Free* self-management programs in Well onTarget meet the requirement to waive the surcharge





# Health and Wellness Resources and Interactive Tools

Engaging participants with interactive, online tools gives them a better experience so they stay proactive in their health care.



## Well-being Content

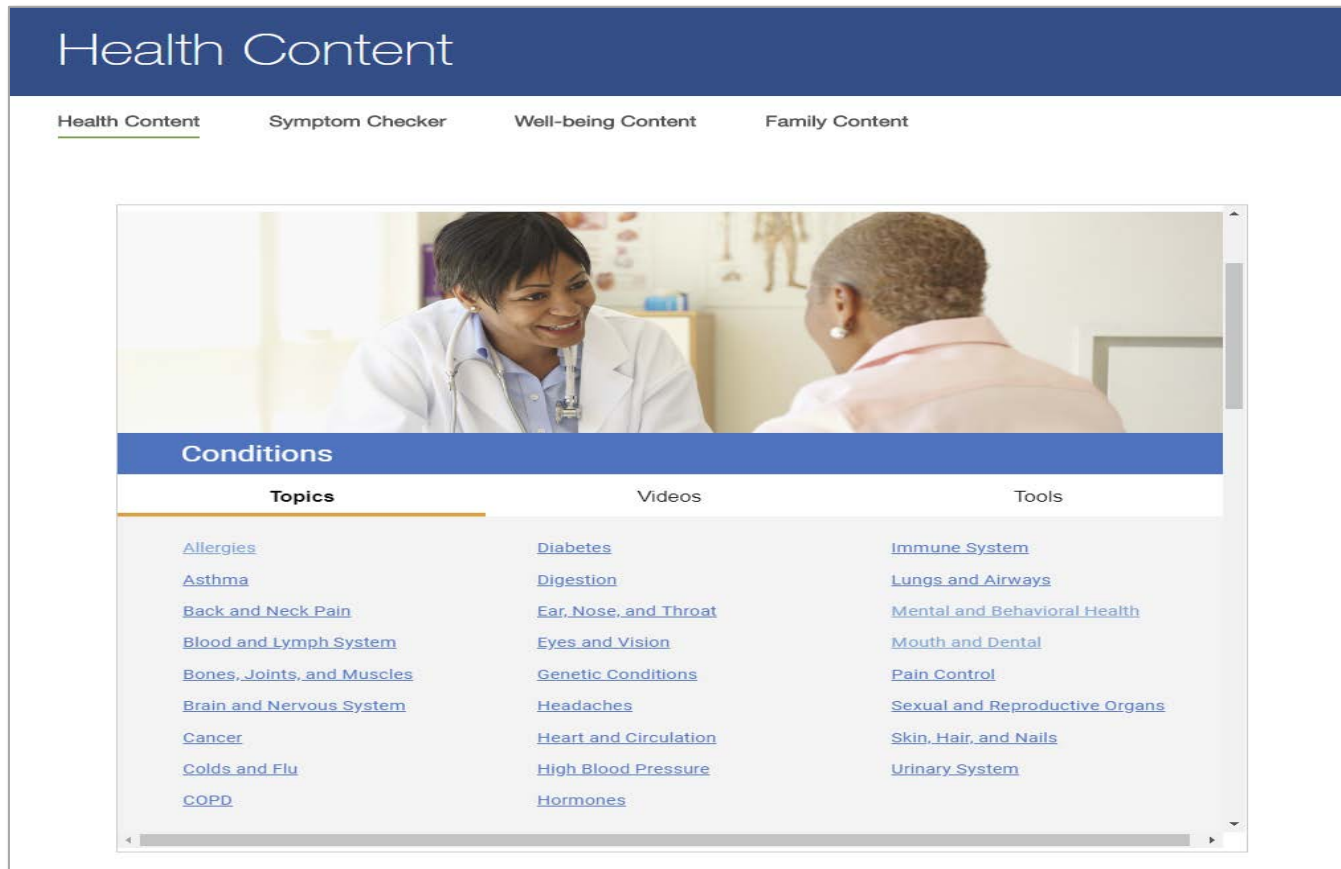
[Health Content](#)   [Symptom Checker](#)   [Well-being Content](#)   [Family Content](#)

### Categories

- [Allergies](#)
- [Back and Neck Pain](#)
- [Blood and Lymph System](#)
- [Bones, Joint, and Muscles](#)
- [Brain and Nervous Systems](#)
- [Complimentary Medicine](#)
- [Disease and Injury Prevention](#)
- [Ear, Nose, and Throat](#)
- [Environmental Health](#)
- [Eyes and Vision](#)
- [Heart and Circulation](#)
- [Hormones](#)
- [Immune System](#)
- [Lungs and Airways](#)
- [Quitting Smoking](#)
- [Sleep Problems](#)
- [Urinary System](#)
- [Weight Management](#)
- [Wise Health Consumer](#)
- [Workplace Health](#)

# Health and Wellness Resources and Interactive Tools

Health Content informs participants about a variety of topics with interesting articles and videos, and provides tools such as a Symptom Checker.

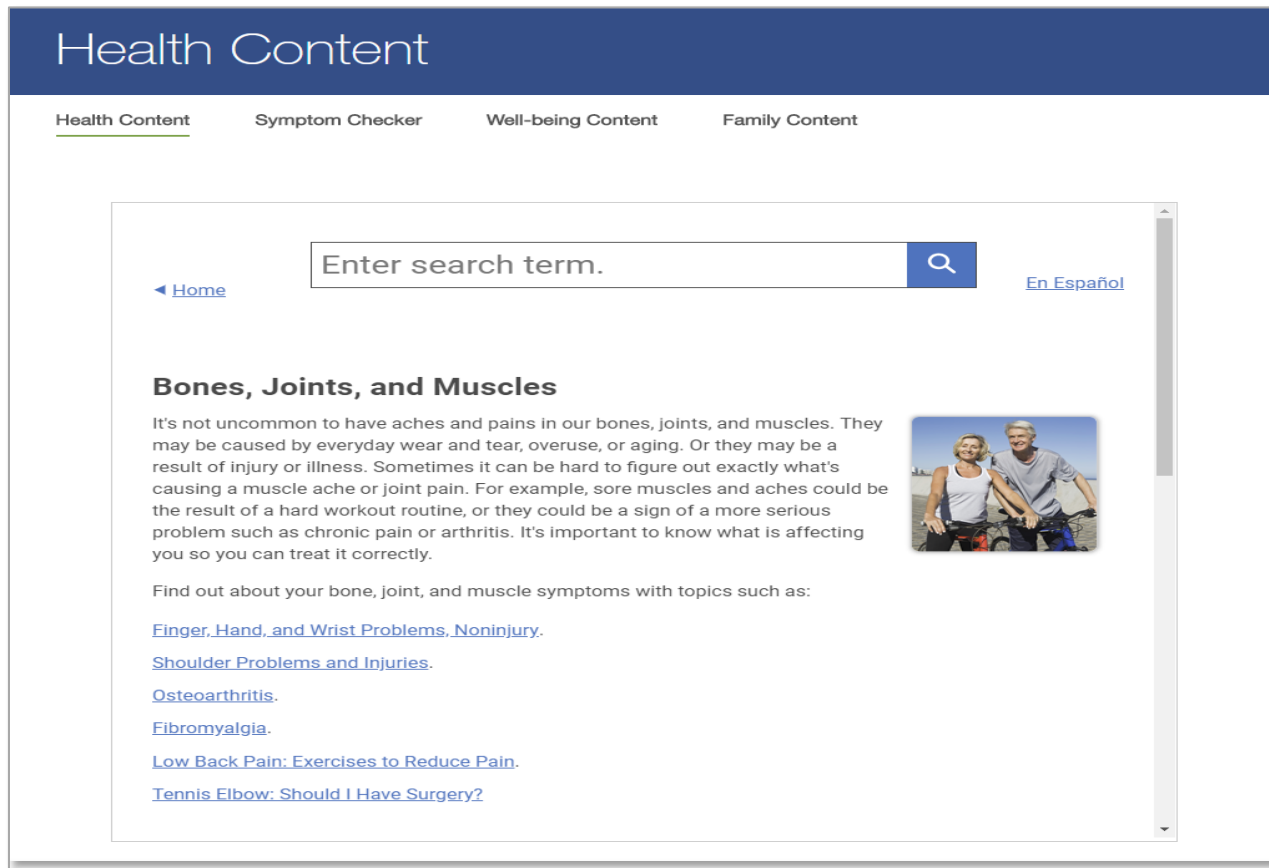


The screenshot displays the 'Health Content' website interface. At the top, there is a dark blue header with the text 'Health Content' in white. Below the header, a navigation bar contains four links: 'Health Content' (underlined), 'Symptom Checker', 'Well-being Content', and 'Family Content'. The main content area features a large image of a female doctor in a white lab coat smiling and talking to a patient. Below the image is a blue bar with the word 'Conditions' in white. Underneath this bar is a table with three columns: 'Topics', 'Videos', and 'Tools'. Each column contains a list of health-related terms as blue hyperlinks.

Topics	Videos	Tools
<a href="#">Allergies</a>	<a href="#">Diabetes</a>	<a href="#">Immune System</a>
<a href="#">Asthma</a>	<a href="#">Digestion</a>	<a href="#">Lungs and Airways</a>
<a href="#">Back and Neck Pain</a>	<a href="#">Ear, Nose, and Throat</a>	<a href="#">Mental and Behavioral Health</a>
<a href="#">Blood and Lymph System</a>	<a href="#">Eyes and Vision</a>	<a href="#">Mouth and Dental</a>
<a href="#">Bones, Joints, and Muscles</a>	<a href="#">Genetic Conditions</a>	<a href="#">Pain Control</a>
<a href="#">Brain and Nervous System</a>	<a href="#">Headaches</a>	<a href="#">Sexual and Reproductive Organs</a>
<a href="#">Cancer</a>	<a href="#">Heart and Circulation</a>	<a href="#">Skin, Hair, and Nails</a>
<a href="#">Colds and Flu</a>	<a href="#">High Blood Pressure</a>	<a href="#">Urinary System</a>
<a href="#">COPD</a>	<a href="#">Hormones</a>	

# Health and Wellness Resources and Interactive Tools

Health Content provides information to assist participants in understanding and managing conditions, just by searching a term.

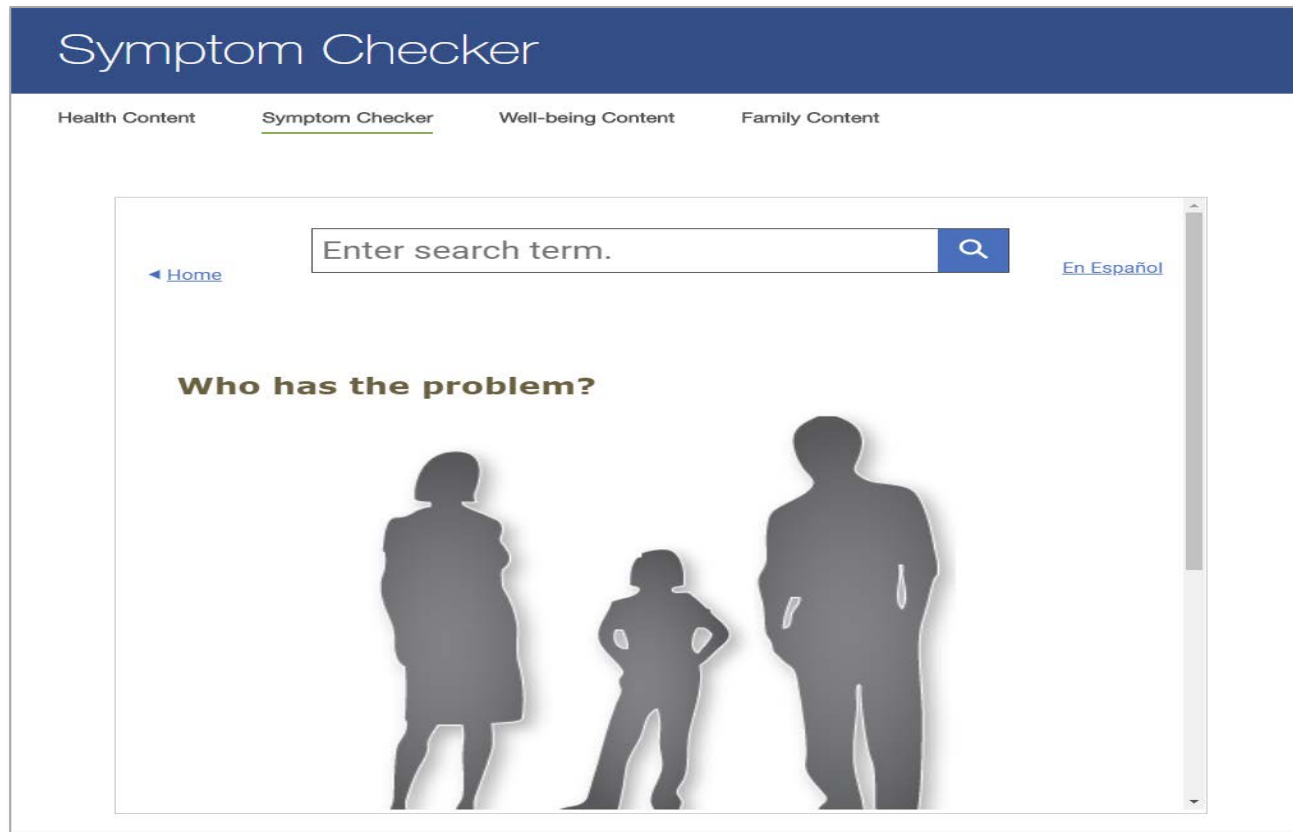


The screenshot displays the 'Health Content' website interface. At the top, there is a dark blue header with the text 'Health Content'. Below the header, a navigation bar contains four links: 'Health Content' (underlined), 'Symptom Checker', 'Well-being Content', and 'Family Content'. The main content area features a search bar with the placeholder text 'Enter search term.' and a magnifying glass icon. To the left of the search bar is a 'Home' link, and to the right is an 'En Español' link. Below the search bar, the article title 'Bones, Joints, and Muscles' is displayed in bold. The article text explains that aches and pains in bones, joints, and muscles are common and can be caused by wear and tear, overuse, aging, injury, or illness. It provides examples of causes like a hard workout routine or chronic conditions like arthritis. To the right of the text is a photograph of a man and a woman riding bicycles. Below the text, there is a list of related topics with blue hyperlinks: 'Finger, Hand, and Wrist Problems, Noninjury.', 'Shoulder Problems and Injuries.', 'Osteoarthritis.', 'Fibromyalgia.', 'Low Back Pain: Exercises to Reduce Pain.', and 'Tennis Elbow: Should I Have Surgery?'.



# Health and Wellness Resources and Interactive Tools

The Symptom Checker can help guide participants in the right direction by information about common causes, possible diagnosis and treatments.



# Fitness and Nutrition Device Integration










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## Sync. Move. Achieve.

- Improves participant health and outcomes
- Drives participant engagement



 <p>Apple Health Partners</p> <p>Connect the Apple Health app to our AlwaysOn® mobile app for even more ways to be active and reach your wellness goals</p> <p><a href="#">More Details</a></p>	 <p>Samsung Health</p> <p>The integration between our AlwaysOn® mobile app and Samsung Health offers multiple ways to reach your goal.</p> <p><a href="#">More Details</a></p>	 <p>Fitbit</p> <p><a href="#">+ Connect</a></p> <p>Fitbit offers wearable devices to help you lead a healthier, more active life.</p> <p><a href="#">More Details</a></p>
 <p>Garmin Connect</p> <p><a href="#">+ Connect</a></p> <p>Garmin designs, manufactures and markets GPS navigation, communication and sonar products.</p> <p><a href="#">More Details</a></p>	 <p>iHealth</p> <p>iHealth</p> <p><a href="#">+ Connect</a></p> <p>iHealth designs innovative, mobile personal healthcare products for everyone.</p> <p><a href="#">More Details</a></p>	 <p>Jawbone UP</p> <p><a href="#">+ Connect</a></p> <p>UP is a wristband and app that tracks how you sleep, move and eat.</p> <p><a href="#">More Details</a></p>
 <p>Life Fitness</p> <p><a href="#">+ Connect</a></p> <p>Life Fitness is a global leader in providing fitness equipment.</p> <p><a href="#">More Details</a></p>	 <p>MapMyFitness</p> <p><a href="#">+ Connect</a></p> <p>Your workout, your device, anytime, anywhere.</p> <p><a href="#">More Details</a></p>	 <p>Microsoft</p> <p><a href="#">+ Connect</a></p> <p>Microsoft Band makes it easier to reach your fitness goals.</p> <p><a href="#">More Details</a></p>

# Personalized Coaching

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## Coaching can help you reach your health goals, including:

- Quitting tobacco and staying tobacco free
- Improving physical fitness, nutrition, blood pressure, or cholesterol
- Achieving and maintaining a health weight and
- Finding ways to better manage stress





# Fitness Program and Alternative Medicine Discounts

## Fitness Program:

- Nationwide network of leading national, regional and local fitness centers with no contract required
- \$25 monthly membership fee and \$25 enrollment fee
- Earn Blue Points as you work out

## How to Enroll:

- Call the Fitness Program toll-free: **(888) 762-BLUE (2583)**, Monday-Friday, 8 a.m. – 9 p.m.
- or
- Log into Blue Access for Members, click on Fitness Program (quick links)

Search for a list of gyms in your area  
[www.bcbsilforyourhealth.com](http://www.bcbsilforyourhealth.com)

# Fitness Program and Alternative Medicine Discounts

## Alternative Medicine Discounts:

Discounts on services from health and well-being professionals:

- Acupuncture
- Massage
- Dieticians
- Childbirth Educators
- Personal Trainers
- Physical Therapists

Find deals by category ▾

**What service**

🔍 Ex: Hearing

Acupuncture

Massage Therapy

[Open Map View](#)

Within:

50 Miles ▾

Show Results For: [Clear All](#)

<input type="checkbox"/>	Acupuncture (29)	<a href="#">i</a>
<input type="checkbox"/>	Chiropractic (68)	<a href="#">i</a>
<input type="checkbox"/>	Massage Therapy (8)	<a href="#">i</a>
<input type="checkbox"/>	Natural Healing (13)	<a href="#">i</a>
<input type="checkbox"/>	Relaxation (4)	<a href="#">i</a>
<input checked="" type="checkbox"/>	Other (3)	<a href="#">i</a>

# Blue Points – Built-In Incentive

*Instant recognition and rewards*




## Activities that earn points:

- Health Assessment completion
- Self-directed courses
- Fitness Program visits
- Use of online trackers
- Synching and using a fitness device or app

### How to Earn Blue Points <sup>SM</sup>

Earn points for doing the right things! When you take actions that have been proven to have a positive impact on health, you'll earn points. You can use your points to redeem through the shopping mall.

[All Activities](#) [Tools & Trackers](#)

 Fitness Center Use - Visit 1	<b>100</b> POINTS 1 PER WEEK	You will earn points for your first visit each week at a Fitness Program network fitness center. <b>Special Notice:</b> Fitness Program points are awarded an average of 60 days after a qualifying visit.
 Fitness Center Use - Visit 3	<b>200</b> POINTS 1 PER WEEK	You will earn points for your third visit each week at a Fitness Program network fitness center. <b>Special Notice:</b> Fitness Program points are awarded an average of 60 days after a qualifying visit.
	<b>2500</b> POINTS 1 PER YEAR	When you enroll into the Fitness Program, you'll earn points! For more information about program cost, fitness centers in your area and a list of frequently asked questions click on the Fitness Program link.

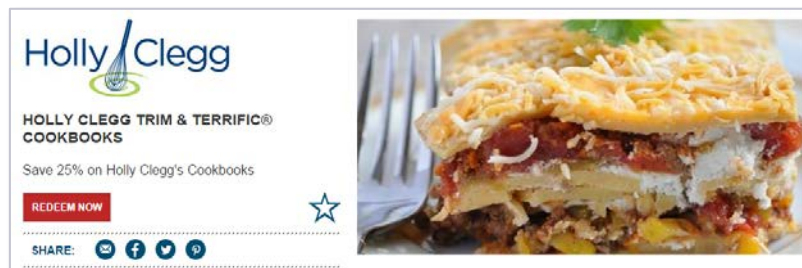


# Blue365

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- Exclusive health and wellness discounts for members
- Discounts available on many items and services:
  - Fitness gear
  - Vision care
  - Healthy eating and more



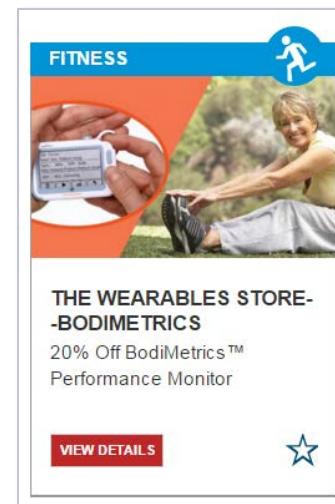
**Holly Clegg**  
HOLLY CLEGG TRIM & TERRIFIC®  
COOKBOOKS

Save 25% on Holly Clegg's Cookbooks

REDEEM NOW

SHARE: [Social Media Icons]

★



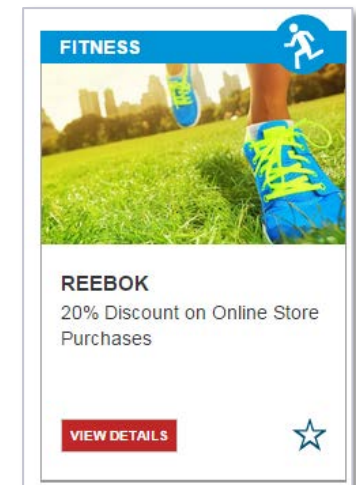
**FITNESS**

THE WEARABLES STORE-  
-BODIMETRICS

20% Off BodiMetrics™  
Performance Monitor

VIEW DETAILS

★



**FITNESS**

REEBOK

20% Discount on Online Store  
Purchases

VIEW DETAILS

★

# Weight Management Programs

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## Naturally Slim<sup>®</sup>

- Focuses on healthy eating habits
- Eat the foods you love while losing weight and improving your health
- Weekly, on-line, on-demand sessions, hosted by nutrition and health specialists
- To enroll, go to:

[naturallyslim.com/healthselect](http://naturallyslim.com/healthselect)

## Real Appeal<sup>®</sup>

- Helps you take small steps that lead to lasting weight loss
- Program can be tailored to your goals, preferences and lifestyle
- Weekly online group sessions led by a Transformation Coach
- To enroll, go to:

[healthselect.realappeal.com](http://healthselect.realappeal.com)

Naturally Slim and Real Appeal are available at no cost to employees, retirees and dependents enrolled in a HealthSelect plan (excluding Medicare-primary participants) who are 18 or older and have a BMI of 23 or higher.\*



# Accommodations

*Visually and hearing impaired adaptation available options*

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## Well onTarget

- Health coach can assist with completion of Health Assessment
- Telephone coaching support
- Customer service for Well onTarget questions: (877) 806-9380

## Naturally Slim

- Closed captioned videos

## Real Appeal

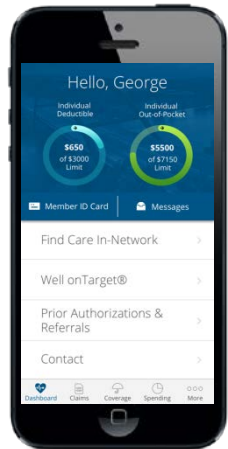
- Transcript of sessions available
- Chat sessions with coaches available

# Mobile Apps

*Fitness at your fingertips*

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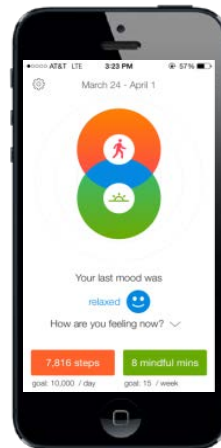
CONSUMER DIRECTED  
HealthSelect<sup>™</sup>



## BCBSTX App

For info on:

- Claims
- Coverage
- Deductible
- ID card



## Centered App

Wellness guidance with:

- Meditation sessions
- Daily physical activity



## AlwaysOn App

Apps/Devices synced for:

- Health Assessment
- Goal setting
- Progress tracking



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**Thank you  
for your time**

# Disclaimers

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Blue365<sup>®</sup> is a discount program only for BCBSTX members. This is NOT insurance. The services offered through this program are not covered services under your health plan. Please refer to your Master Benefits Plan Document or call a BCBSTX Personal Health Assistant toll-free at **(800) 252-8039** for specific information about your plan's covered benefits. Use of Blue365 does not change monthly payments, nor do costs of the services or products count toward any maximums and/or plan deductibles. Discounts are only given through vendors that take part in this program. BCBSTX does not guarantee or make any claims or recommendations about the program's services or products. Members should consult their doctor before using these services and products. BCBSTX reserves the right to stop or change this program at any time without notice.

The relationship between these vendors and Blue Cross and Blue Shield of Texas is that of independent contractors. BCBSTX makes no endorsement, representations or warranties regarding any products or services offered by the above-mentioned vendors. Blue365 is a discount program only for BCBSTX members. This is NOT insurance. The services offered through this program are not covered services under your health plan. Please refer to your Master Benefits Plan Document or call a BCBSTX Personal Health Assistant toll-free at **(800) 252-8039** for specific information about your plan's covered benefits. Use of Blue365 does not change monthly payments, nor do costs of the services or products count toward any maximums and/or plan deductibles. Discounts are only given through vendors that take part in this program. BCBSTX does not guarantee or make any claims or recommendations about the program's services or products. Members should consult their doctor before using these services and products. BCBSTX reserves the right to stop or change this program at any time without notice.

Blue Points Program Rules are subject to change without prior notice. See the Program Rules on the Well onTarget<sup>®</sup> Member WellnessPortal at [wellontarget.com](http://wellontarget.com) for further information.

Onmyway is owned and operated by Onlife Health. Onlife is an independent company that provides health assessments for Blue Cross and Blue Shield of Texas.



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The Fitness Program and its discounts on alternative medicine and services are provided through Blue Cross and Blue Shield of Texas (BCBSTX) to HealthSelect of Texas<sup>®</sup> participants. The program and its discounts are not covered health services under the HealthSelect of Texas plan. Please refer to your Master Benefits Plan Document or call a BCBSTX Personal Health Assistant toll-free at **(800) 252-8039** for specific information about your plan's covered benefits. Use of the Fitness Program does not affect your health insurance premium, nor do costs of Fitness Program services or products count toward your calendar year or lifetime maximums and/or plan deductibles. Members are responsible for all fees, dues, taxes and other charges related to the Fitness Program. Refer to the program terms and conditions for further details. BCBSTX does not guarantee or make any claims or recommendations regarding the services or products offered under the Fitness Program. You may want to consult with your physician prior to use of these services and products. BCBSTX reserves the right to discontinue or change this discount program at any time without notice. The Fitness Program is provided by Tivity Health<sup>™</sup>, an independent contractor that administers the Prime Network of fitness locations. The Prime Network is made up of independently owned and operated fitness locations.

Participants may choose either program, but can only participate in one program at any given time. Naturally Slim and Real Appeal are independent companies that have contracted directly with ERS to provide a weight loss and metabolic syndrome reduction program that is covered under some of the health benefit plans. These companies are solely responsible for the products or services offered by them. Your acceptance is not guaranteed.

The AlwaysOn App is owned and operated by Onlife Health. Onlife is an independent company that provides health assessments for Blue Cross and Blue Shield of Texas.