



Illinois
New Mexico
Oklahoma
Texas

Well onTargetSM

Introducing Well onTarget

It makes sense. When you feel well, you do well. But wellness involves more than simply managing diet and exercise.

To be effective, an employer's wellness initiative needs to include innovative programs to support employees throughout their lifelong journey of healthy living.

That's why as part of the Blue Care Connection[®] family, we developed Well onTarget, a new wellness solution designed to enhance engagement and reduce costs—all while promoting good health.

Well onTarget offers personalized, wellness initiatives to meet the needs of all members, wherever they find themselves along the path of health and wellness.

This high-value bundle features a premium range of wellness services that are cost effective and will improve employee morale and well-being.



To help employees learn more about making healthy lifestyle choices, Well onTarget offers an array of high-touch, engagement-focused programs, such as real-time coaching sessions and interactive online resources.

Blue Cross and Blue Shield of Illinois,
Blue Cross and Blue Shield of New Mexico,
Blue Cross and Blue Shield of Oklahoma, and
Blue Cross and Blue Shield of Texas,

Divisions of Health Care Service Corporation, a Mutual Legal Reserve Company,
an Independent Licensee of the Blue Cross and Blue Shield Association



Program Highlights



Premium Services

Workplace Challenges

Challenges that encourage working toward a wellness goal with a team.

Personalized Member Communication

Utilize email and text messaging for engagement in wellness programs based on individual members' needs.

onmyteam Wellness Coaching

Professionally-certified coaches counsel employees on nutrition, physical activity and stress management, fostering sustained involvement through phone contact or secured messaging via the interactive member portal.



Engagement Resources

Fitness Program**

Flexible membership program that gives members unlimited access to a nationwide network of fitness centers.

Biometric Screenings (electronic voucher)

Screening panel (total/HDL cholesterol with ratio, glucose, LDL and triglycerides).

ondemand Employer Wellness Portal

Interactive portal that allows employers to:

- download employee engagement communications
- monitor employee participation rates
- check the calendar for upcoming national wellness events



Liveon Member Wellness Portal

Personalized online tool that links the participant, dedicated health coach and a supportive community with valuable health resources, discussion boards, goal trackers and more

onmyway™*** Health Assessment

Customized assessment that helps members address health risks and habits.

Health and Wellness Content

Online health encyclopedia that educates through evidence-based content.

onmytime Self-directed Courses

Online suite of structured courses to help achieve health and wellness goals.

Life Points

Member rewards program for engaging in healthy activities.



Expand Your Options

With Well onTarget, employers can enhance their plan to meet the needs of their employees by adding a number of buy-up options:

onthemark Wellness Consultants

Provide employers with program recommendations based on members' medical, health and wellness needs and concerns.

Worksite Wellness Events

Ability to purchase onsite worksite wellness events such as biometric screenings, flu vaccines, health education classes and health fairs.

onmyway Health Assessment (paper)

A paper version is available for employers preferring a non-electronic version of the Health Assessment.

Corporate Onsite Fitness Center

Allows an employer to manage a private corporate fitness center with an activity tracking device. Employers can track usage, award incentives and receive reporting of member utilization.

Onlife Health is a separate company and provides wellness services for Blue Cross and Blue Shield of Illinois, Blue Cross and Blue Shield of New Mexico, Blue Cross and Blue Shield of Oklahoma and Blue Cross and Blue Shield of Texas.

* Registered service mark of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.

** Healthways, Inc. is an independent contractor which administers the Prime Network of fitness centers. The Prime Network is made up of independently-owned and managed fitness centers.

*** onmyway is registered mark of Onlife Health.

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