



# Blue Points<sup>SM</sup>

## Rewards for Healthy Living

As part of Blue Care Connection<sup>®</sup>, Blue Cross and Blue Shield of Texas, a division of Health Care Service Corporation, offers you and your eligible dependents **Blue Points**<sup>\*</sup> to keep you motivated and climbing toward your wellness goals.

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

- Creating fitness, meal or life plans; setting plan 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

### Start Earning

### Blue Points Today

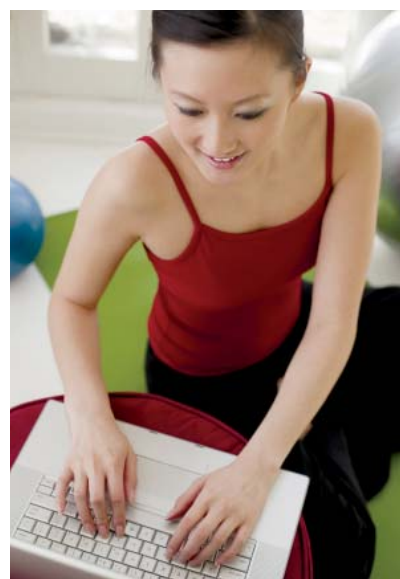
– Enjoy the benefits of better health AND exciting rewards!

### Redeeming Blue Points

Visit Blue Access<sup>®</sup> for Members at [www.bcbstx.com](http://www.bcbstx.com), select the Personal Health Manager from the *My Health – Tools* tab, and then select **Blue Points**.

Blue Points are redeemable for popular health and wellness merchandise and services at the **Blue Points Account and Redemption Center**.

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



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