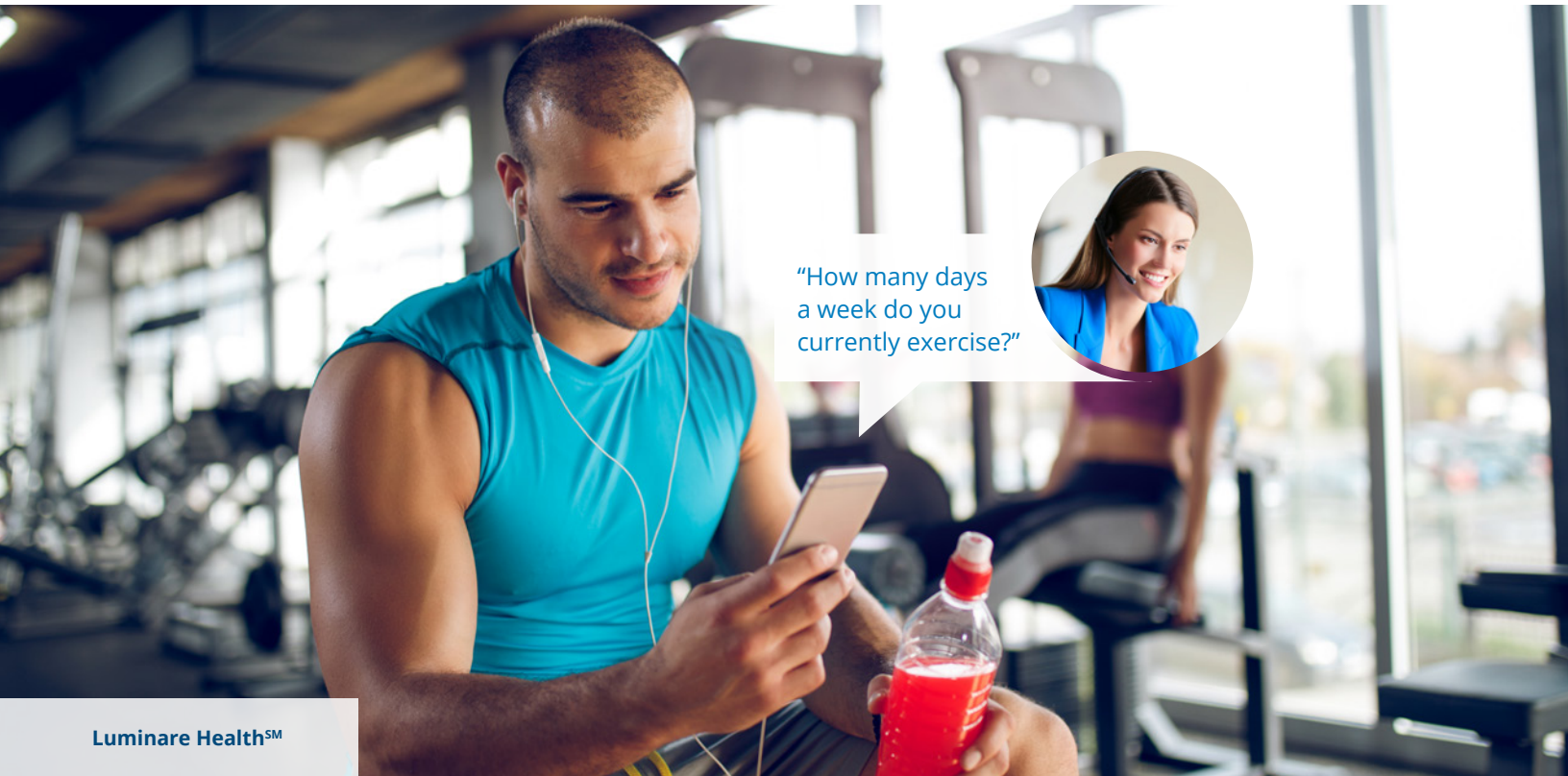




BlueCross BlueShield
of New Mexico



Luminare HealthSM

Wellness Coaching Provides Personalized Guidance and Support

It's no secret that the best teams look to their coaches for help in reaching the top. Now you can, too. With the Well onTarget[®] program's Wellness Coaching, you can find the support you need to be your best.

Our Wellness Coaching uses evidence-based guidelines and proven techniques of motivation and goal setting.

Your Trusted Ally

A wellness coach works with you to help you set your wellness goals. Your coach will learn about your lifestyle and habits. The coach will then design a plan to achieve your goals and offer inspiration and ideas along the way.

Reaching Out

Log on to **myBlueElementNM.com** and visit the Well onTarget Member Wellness Portal to exchange secure messages with your coach. By calling the phone number on your portal dashboard, you can speak directly with your coach or request a callback. You can also contact your coach through the Well onTarget mobile app. These convenient options make it easy for you to keep in regular contact with your coach.

After you complete your health assessment, you may also receive an introductory call from a wellness coach.¹

Well onTarget[®]

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

Learn how you can reach your health goals

Our coaching team is made up of credentialed health experts, including dietitians, nurses, personal trainers and other specialists. Coaches can work one-on-one with you to discuss your lifestyle needs. Online trackers can help guide you as you reach your goals. You may sign up for one program at a time.

Manage Stress

Learn what is causing the stress in your life. Your coach can help you find creative, healthy ways to combat stress.

Improve Fitness Level

Make working out a key part of your day. Your coach can help create a plan that's right for your fitness level and goals.

Improve Dietary Habits

We'll connect you with a registered dietitian to help you understand your relationship with food and how to make healthy eating choices.

Decrease Weight

Your coach will address behavioral or environment factors that may be keeping you from reaching your weight loss goals.

Maintain Weight

If you are at a healthy weight and want to know how to maintain it, your coach will discuss how stress, nutritional needs, physical activity and sleep can help keep you at your ideal weight.

Improve Cholesterol

Being overweight, making poor dietary choices and living a sedentary lifestyle can contribute to high cholesterol. Your coach can help you make lasting lifestyle changes to lower your cholesterol.

Improve Blood Pressure

Preventing high blood pressure through exercise, dietary habits, quitting tobacco and managing stress are emphasized to help improve your blood pressure.

Quit Tobacco

Quitting tobacco can be a challenge. This program includes a discussion with your coach of the physical and psychological factors of addiction.

Maintain Tobacco-Free Status

Staying tobacco-free, for those who recently quit using tobacco, is a lifetime process. You'll learn how to use trigger-avoidance methods and social support to help ensure you remain tobacco-free.



Prioritize your coaching.

Take the Health Assessment today to find out which program is right for you. There are additional coaching topics that you can speak with your coach about – from managing your diabetes to financial wellbeing.

1. The Well onTarget program is offered to you as a part of your employer-sponsored benefits. Participation in the Well onTarget program, including the completion of a Health Assessment, is voluntary and you are not required to participate. Visit Well onTarget for complete details and terms and conditions.

Luminare Health is a separate company that has contracted with Blue Cross and Blue Shield of New Mexico to administer some products and services under the Alternative Delivery Model.