



BlueCross BlueShield
of New Mexico

ENGAGEMENT RESOURCES

PERSONALIZED SERVICES

WORKSITE WELLNESS EVENTS

PREMIUM ONSITE SERVICES

LUMINARE HEALTHSM

Introducing Well onTarget[®]

It makes sense. When you feel well, you do well. The same is true for your members. But wellness involves more than simply managing diet and exercise.

To be effective, your wellness initiative needs to include innovative programs to support your members throughout their lifelong journeys of healthy living.

Well onTarget is a wellness solution designed to enhance engagement and reduce costs — all while promoting good health. It offers personalized wellness initiatives to meet the needs of all of your members, wherever they find themselves along the path of health and wellness.

This high-value bundle features a premium range of wellness services. All of these are cost-effective and can improve member morale and wellbeing.

Well onTarget[®]

Elevating your heart rate for the duration of a 30-minute workout helps improve cardio capacity and stamina. A 160 pound beginner, walking at 2 mph, will burn 183 calories per hour. Source: mindbodyhealthy.org.

Program Highlights

Well onTarget Member Wellness Portal

This personalized digital platform links the member, dedicated health coach and a supportive community with valuable health resources, discussion boards, goal trackers and more.

Health Assessment¹

Personalized assessment that helps members address health risks and habits

Self-Management Programs

Online suite of structured programs to help achieve health and wellness goals

Blue Points^{SM 2}

Member rewards program for engaging in healthy activities

Fitness and Nutrition Tracking

Members can earn points for tracking fitness and nutrition activity using popular fitness devices and mobile apps.

Wellness Challenges

Challenges that encourage working toward a wellness goal with a team

Personalized Member Communication

In-platform messaging and reminders based on individual members' needs.

Wellness Coaching

Professionally certified coaches counsel members via phone contact and the interactive portal about nutrition, physical activity, stress management, tobacco cessation, improving blood pressure, improving cholesterol, weight loss, and weight maintenance.

Engagement Resources

ondemand Reporting Portal

Interactive portal that allows you to:

- Download member engagement communications
- Monitor member participation rates
- Access a calendar for upcoming national wellness events



Your Member Can Take Wellness on the Go

Check out the Well onTarget AlwaysOn[®] Wellness mobile app, available for iPhone[®] and Android[™] smartphones.

1. Well onTarget is a voluntary wellness program. Completion of the Health Assessment is not required for participation in the program.

2. Blue Points Program Rules are subject to change without prior notice. See the Program Rules on the Well onTarget Member Wellness Portal at myBlueElementNM.com for further information. Member agrees to comply with all applicable federal, state and local laws, including making all disclosures and paying all taxes with respect to their receipt of any reward.

Flu shots are administered by Albertsons, a third party vendor. Worksite wellness services are offered as a buy-up to Groups with 100+ members.

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.

AlwaysOn is owned and operated by Onlife Health Inc. an independent company that has contracted with Blue Cross and Blue Shield of New Mexico to provide digital health management for members with coverage through BCBSNM.

BCBSNM makes no endorsement, representations or warranties regarding third-party providers and the products and services offered by them.