Life Points
Rewards for Healthy Living

Well onTarget understands how hard it can be to maintain a healthy lifestyle. Sometimes you may need a little motivation. That’s why we offer Life Points¹ to keep you climbing toward your wellness goals.

With the Life Points program, you will be able to earn points by regularly participating in a range of healthy activities. You can then redeem your points for popular health and wellness merchandise and services.

Rewarding Healthy Behavior
Sample activities that help you earn Life Points include:

- Completing the onmyway™ Health Assessment (once every six months)
- Taking all 12 lessons of the onmytime Self-Directed Courses
- Tracking progress in the online tools on the Liveon Member Wellness Portal
- Signing up for the Fitness Program²
- Adding weekly Fitness Program visits to your routine
- Achieving Self-directed Course milestones: Baseline, 30 days, 60 days, 90 days, 180 days

Go to bcbasil.com/licensees, log in to Blue Access for Members and click Well onTarget in Quick Links.

¹ Life Points Program Rules are subject to change without prior notice. See the Program Rules on the Liveon Member Wellness Portal for further information. Your company may have additional reward programs in place to encourage you to take advantage of certain preventive care and wellness activities or for making healthy changes. Check your employee benefits.

² onmyway is a registered mark of Onlife Health.

³ 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.

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Enhanced Member Experience

Life Points offers you many new features

- **Instant recognition of points**
  Real-time granting of points\(^4\) gives you with instant notice of your healthy efforts.

- **Easily manage your points**
  The interactive portal makes it easier to understand how many points are available to be earned. You can also track the total number of points earned year-to-date. All of your point data will be displayed on one screen.

- **Get more Life Points**
  The Life Points program gives you the option to purchase more points to supplement your balance to redeem a larger reward.

- **Expanded selection of rewards**
  Redeem your hard-earned points in an expanded online Shopping Mall. Reward categories include Apparel, Books, Health & Personal Care, Jewelry, Electronics, Music and Sporting Goods. In addition, there are more redemption levels so you can earn a reward more quickly.

\(^4\) Does not include Life Points earned from the Fitness Program and Biometric Screenings activities.