



**BlueCross BlueShield  
of Oklahoma**

601088.0221

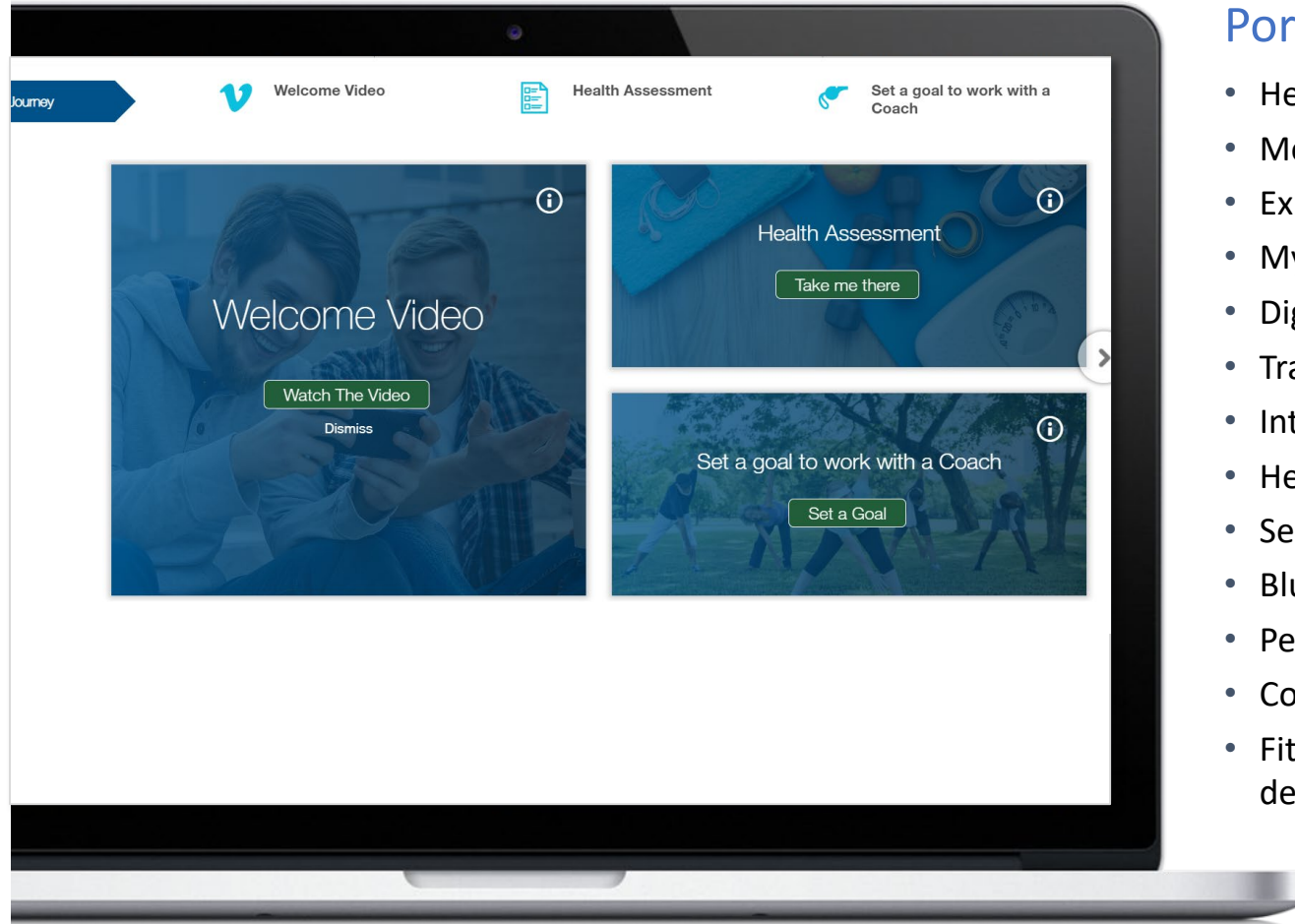
# Well onTarget<sup>®</sup>

Empowering, engaging and motivating members

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



# Well onTarget® Member Portal



## Portal Highlights

- Health Assessment
- Member dashboard
- Explore your wellbeing
- My Journey recommended activities
- Digital self-management programs
- Trackers and tools
- Interactive symptom checker
- Health and wellness content
- Secured messaging
- Blue Points<sup>SM</sup> rewards
- Personal wellness challenges
- Corporate challenges
- Fitness and nutrition tracking and device integration

# AlwaysOn Mobile App

## Mobile App Features

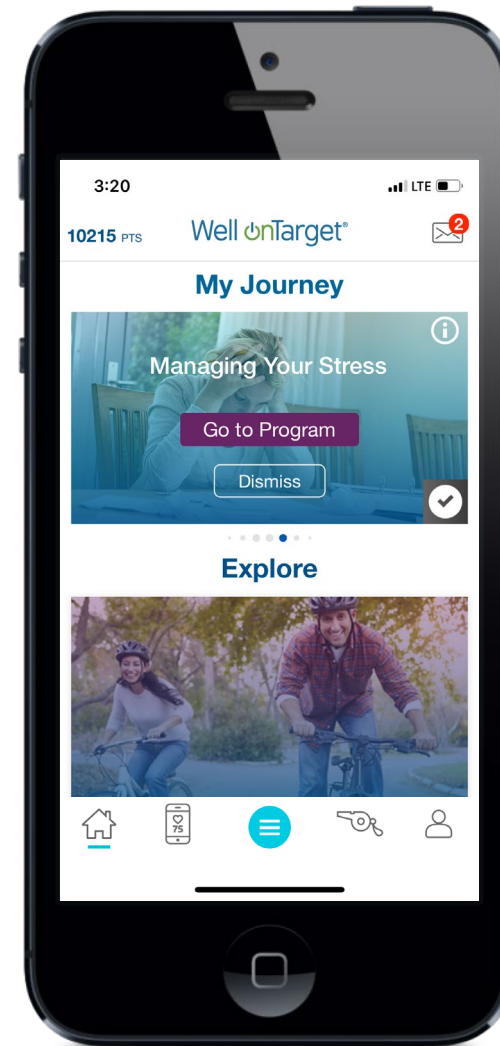
- Mobile Health Assessment
- Secure messaging with Health Coach
- Health dashboard and trackers
- Blue Points<sup>SM</sup> balance
- Sync a fitness and nutrition device or app

## Fitness Integration

- Member can choose a fitness device to connect and monitor their activity
- Metrics include steps, miles, minutes and calories
- Samsung Health and Apple Health are available via the AlwaysOn mobile app

## Nutrition Integration

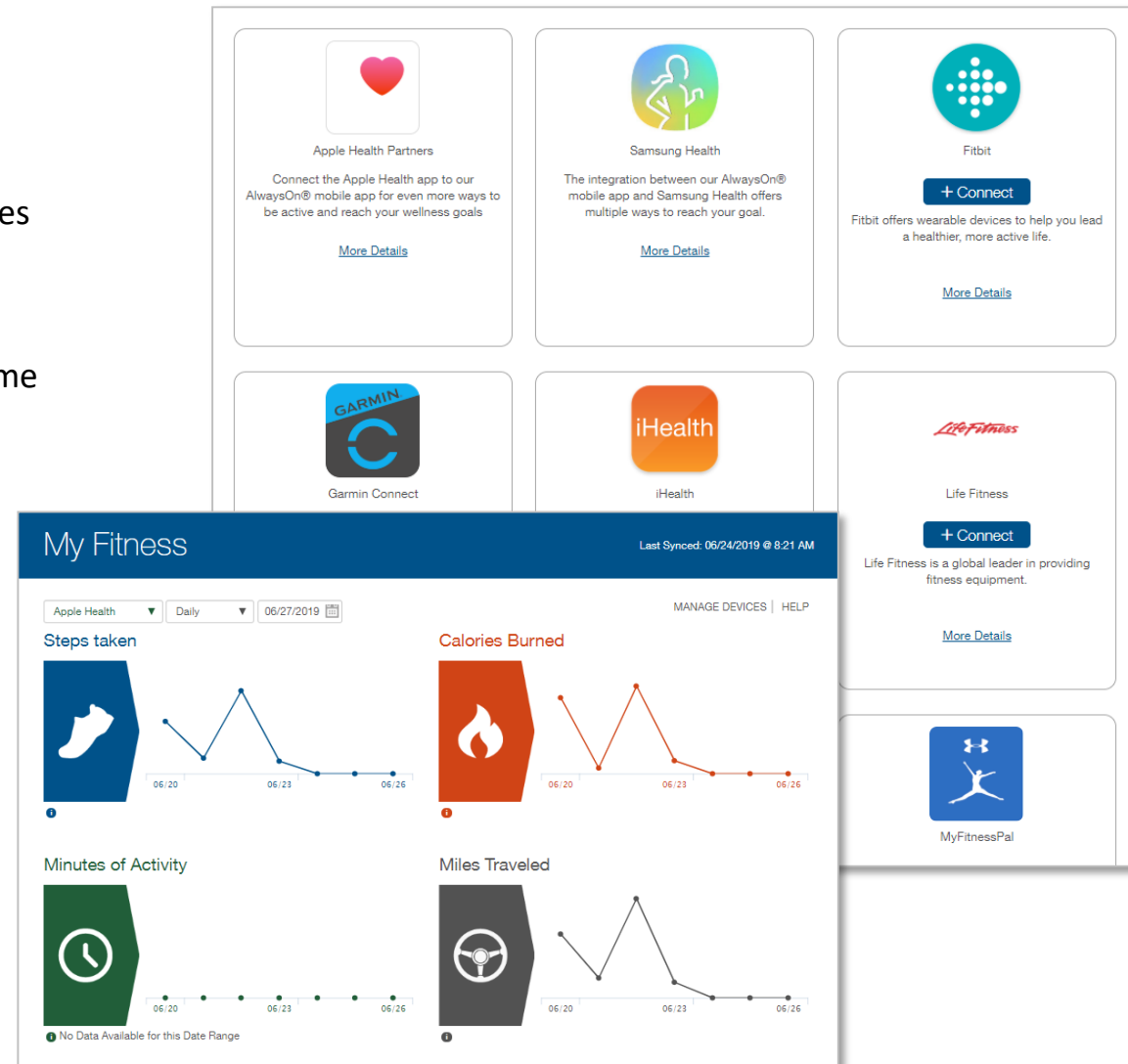
- Member can choose a nutrition app to connect to and monitor their intake
- Metrics include calorie target, carbs, fats, protein and more
- Apps include Fitbit<sup>®</sup> and MyFitnessPal<sup>®</sup>
- Nutrition app FAQs available



# Device Marketplace and Dashboard

## Fitness and Nutrition Device Integration

- Improves member health and outcomes
- Drives member engagement and wellness
- Answers consumer demand for real time reporting of health and exercise data
- Member data is shown in a graph which allows a view of progress over time
- Filters allow the user to look at different timeframes and/or different devices/apps



# The Health Assessment

- Integrated within the portal
- Scientifically based branching logic for a personalized experience
- Drives engagement by recommending self-management programs and coaching after completion
- Personal wellness report with health improvement tips
- Can be completed in the mobile app
- Available in Spanish

Well onTarget®

## Begin your health assessment

Welcome, Nelda

Your personal health assessment is the starting point for your wellness journey, and your answers are the key to creating your personalized journey.

Get started now! It's ok if you can't answer all the questions; just answer what you can. You can always add more details later, either here or on your AlwaysOn® Wellness mobile app. Your answers will generate your Personal Wellness Report—a snapshot of your current condition—plus valuable information and specific action steps to help you work toward your goals. Based on your benefit plan, you may be eligible for wellness coaching and receive an outreach call offering you additional wellness support.

[Get Started Now!](#)

[I'll do this later](#)

Español

YOUR INFO: Let's get started

100%

Maximize

What is your date of birth?  
mm/dd/yyyy 9/7/1971

What is your gender?  
 Male  Female

Considering your age, how would you describe your overall physical health?  
 Excellent  Good  Fair  Poor

According to the Dietary Guidelines for Americans, a healthy, well-balanced diet:

- Emphasizes vegetables, fruits, whole grains, fat-free or low-fat milk and milk products, seafood, lean meats and poultry, eggs, beans and peas, and nuts and seeds
- Is low in salt (sodium), solid fats, added sugars, and refined grains

How would you describe your eating habits?  
 Healthy and well-balanced  Need some improvement  Need lots of improvement  Not sure

[CONTINUE >](#)

EMOTIONAL HEALTH: How you feel

100%

Maximize

In the past year, have you had 2 weeks or more during which you felt sad, blue, or depressed, or when you lost all interest or pleasure in things that you usually cared about or enjoyed?  
 Yes  No  Not sure

Have you had 2 years or more in your life when you felt depressed or sad most days, even if you felt okay sometimes?  
 Yes  No  Not sure

Have you felt depressed or sad much of the time in the past year?  
 Yes  No  Not sure

Within the past year, have you had a serious problem with the following?

	Yes	No
Your relationships	<input checked="" type="radio"/>	<input type="radio"/>
Your job	<input type="radio"/>	<input type="radio"/>
Your family	<input type="radio"/>	<input type="radio"/>
A friend or co-worker	<input type="radio"/>	<input type="radio"/>
Your health	<input type="radio"/>	<input type="radio"/>

[CONTINUE >](#)

Your Snapshot Report

100%

Maximize

You're almost there! Take a few minutes now to complete the rest of your health assessment.

This chart is a quick snapshot of what you have told us about yourself so far. How about answering a few more questions so we can create a wellness program that is perfectly tailored to your needs? You can take a break from the Health Assessment at any time and continue later from your personalized dashboard.

Please click "Continue" to take the next step to complete your assessment and receive your Personal Wellness Report.

Metric	You	Well-balanced
DIET	Need lots of improvement	Well-balanced
TOBACCO USE	Use tobacco	No tobacco
PHYSICAL ACTIVITY	No exercise	1500+ MET-minutes
STRESS	A lot	Barely any or none
WEIGHT (BMI)	BMI 30 or more	BMI 20 or less
BLOOD PRESSURE	160/100 or higher	120/80 or lower
LDL	180 mg/dL or higher	80 mg/dL or lower
HDL	30 mg/dL or lower	70 mg/dL or higher

[CONTINUE](#)

# Blue Points<sup>SM</sup> – Built-In Rewards

## Offerings that earn points:

- Biometric screenings through Catapult Health<sup>SM</sup>
- Health Assessment completion
- Digital self-management program engagement
- Fitness Program enrollment and visits
- Use of Online Trackers
- Connecting and syncing a fitness or nutrition device or app

Blue Points monetary value are considered taxable income by the IRS once redeemed\*



# Interactive Health Coaching\*

## Together, you and your Health Coach will:

- Evaluate your current lifestyle and health habits
- Determine your priorities and wellness goals
- Topics include:
  - Decrease Weight
  - Maintain Weight
  - Manage Stress
  - Quit Tobacco
  - Improve Blood Pressure
  - Improve Cholesterol
  - Improve Dietary Habits
  - Improve Fitness Level
  - Maintain Tobacco-Free Status
- Members receive an enrollment outreach call from a dedicated Health Coach\*\*

The screenshot shows a web interface for setting a goal. The title is 'Add a Goal' in a dark blue header. Below it, the goal category is 'Manage Stress'. Under 'Goal Specifics', there is a message: 'You've chosen a stress management goal — That's great! In order to track your progress, we need just a little more information.' Below this is the prompt 'Let us capture your current status' and a table with five rows: 'Barely any or none', 'A little bit', 'Some', 'Quite a bit', and 'A lot'. To the right, a 'Steps' progress indicator shows three steps, with the first step highlighted. Below that, the 'Stress goal' is set to 'No Stress'. The 'Achieve By' field is a date picker set to 'mm/dd/yyyy'. There is a text box labeled 'Personalize your goal.' and 'Cancel' and 'Next' buttons at the bottom.

## Your Health Coach will also:

- Determine the best methods to help you meet your goals
- Offer you ongoing inspiration and ideas to keep you on track

# Stay Connected to Your Coach



Secure messages  
Wellontarget.com



Phone and  
voicemail

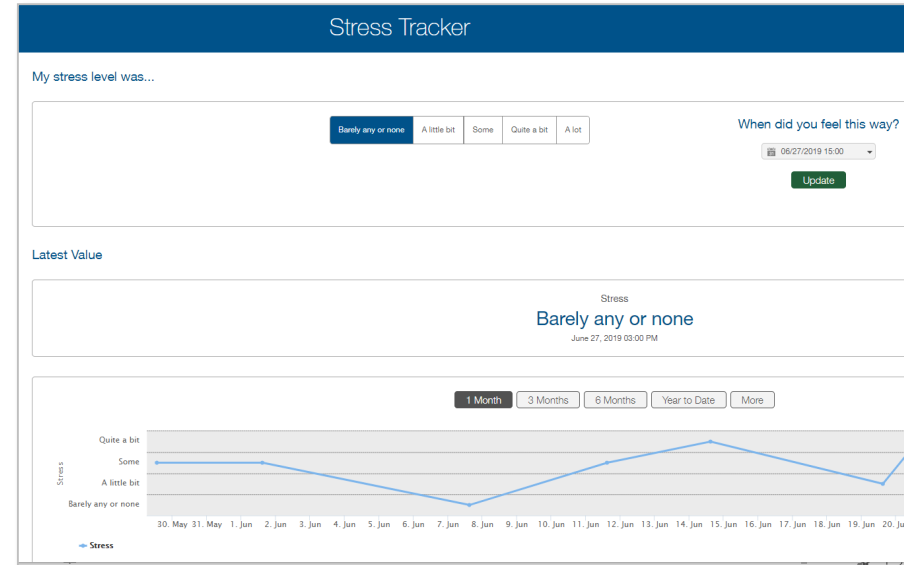


Well onTarget<sup>®</sup>  
mobile app



# Health Trackers

- Tracker landing page allows the user to see all available and recommended health trackers
- Topics include:
  - Nutrition
  - Weight
  - Physical Activity
  - Stress
  - Tobacco
  - Blood Pressure
  - Cholesterol
  - Sleep
  - Oral Health
  - Water



# Digital Self-Management Programs

These digital programs provide activities, resources and information that is pertinent to the member's condition(s).

The programs:

- evaluate a member's ability and motivation to change
- offer activities to support behavior change
- provide resources toward reducing lifestyle risk

The screenshot displays a user interface for the 'Improving Your Sleep Program'. At the top, there are tabs for 'DAILY VIEW' and 'PROGRESS'. A red box in the top right corner shows '1000 PTS'. Below the tabs, the current date is 'Today, June 27' and the progress is 'Week 1 | Day 1'. The main section is titled 'Track Your Habits' and asks 'Did you do this today?'. A habit entry reads 'When I get ready for bed I will listen to music', with 'Yes' and 'No' options. Below this, there are two sections: 'Track Your Progress' with a form for 'I slept Sleep\* hours' on '06/27/2019' and an 'Update' button; and 'Your Daily Resource' featuring a video thumbnail of a person sleeping and an 'Intro Video: Improving Your Sleep' with a 'GO!' button.

# ONLINE RESOURCES AND COACHING

Help Employees Hit Health Targets

## DIGITAL SELF-MANAGED PROGRAMS

### Coaching Topics

- Manage Stress
- Improve Fitness Level
- Improve Dietary Habits
- Quit Tobacco
- Improve Blood Pressure
- Improve Cholesterol
- Decrease Weight
- Maintain Tobacco-Free Status
- Maintain Weight

### Interactive

- Enhancing your Physical Activity
- Managing Your Stress
- Improving Your Sleep
- Living with Diabetes
- Quitting Tobacco
- Staying Tobacco Free
- Achieving Your Healthy Weight
- Maintaining Your Healthy Weight
- Nutrition for Better Health
- Improving Your Blood Pressure
- Financially Fit
- Improving Your Oral Health

### Educational

- Managing Your Metabolic Syndrome
- Preventing Diabetes
- Healthy Bones and Joints
- Living With Asthma
- Living With Chronic Obstructive Pulmonary Disease (COPD)
- Living With Congestive Heart Failure (CHF)
- Living With Coronary Artery Disease (CAD)
- Improving Your Cholesterol
- Healthy Pregnancy
- Preventive Health: Reducing Your Risks

# Fitness Program Benefits

- Flexible, budget friendly program allowing members to choose from different plan options. Offered through our vendor, Tivity Health™.
- Offered to members of participating Blue Cross and Blue Shield of Oklahoma plans and their dependents
- Family friendly program designed to promote health, wellness and activity for adults 16+.\* Expands gym network access to your covered dependents at a bundled price discount.
- Studio Class Network: Boutique-style classes and specialty gyms with pay-as-you-go option and 30% off every 10th class.
- Digital Fitness: Access thousands of digital fitness videos, live classes and fitness programs at no extra cost. Digital classes include cardio, bootcamps, barre, yoga and more
- Convenient Payment: Monthly fees are paid via automatic credit card or bank account withdrawals.
- Access to multiple fitness locations, nationwide where members live, work and travel; existing and potential members can search for locations by accessing the Fitness program page through Blue Access for Members™ (BAM™) and through the Well onTarget Fitness Program mobile app.
- Easy enrollment online or by phone

\*Individuals must be 18 years old to purchase a membership. Dependents, 16-17 years old, can join but must be accompanied to the location by a parent/guardian who is also a Fitness Program member. Members should check preferred location to see their membership age policy. Underage dependents can login and join through the primary member's account as an "additional member."

\*\*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. The Fitness Program is provided by Tivity Health™, an independent contractor that administers the Prime Network of fitness locations. The Prime Network is made up of independently owned and operated fitness locations.

