

## Products and Services

The Well onTarget program offers an expanded array of highly personalized tools and resources strategically designed to plan, engage, motivate, sustain and measure, with the end goal of delivering the best wellness experience for our members.

### **Plan**

The first step in implementing a new wellness program is to plan. Well onTarget offers onsite, web and telephonic services to help you coordinate and design your wellness strategy

#### **Onsite Coordination**

- Coordinate onsite wellness activities.
- Build health promotion activities to facilitate behavior changes, maximize engagement and successes, and promote customer satisfaction.

#### **Wellness Consultants**

- Provide program recommendations based on employer's medical, health and wellness plans.
- Assist employer groups with developing a wellness strategy to meet their unique needs.
- Onsite healthy worksite consultations also available. Consultative assessment of demographics, organizational culture and physical environment to determine customized engagement strategy. Comprehensive reporting and program planning help employers map and track implementation of wellness programs.

#### **Employer Wellness Portal**

- Online employer toolkit dedicated to helping employers drive energy, enthusiasm and engagement with their employees.
- 24/7 access to a repository of communication materials, engagement resources, training guides and activity reports.
- Seamless experience gives employers everything they need to promote wellness for their employees.

Well onTarget, part of the Blue Care Connection®\* family, provides motivation and guidance for all members—wherever they find themselves on the path to health and wellness.

**Some services may be available as buy-ups for existing programs. Contact your Account Representative for more details.**



## Engage

To make your wellness program effective, it's important to ensure employee engagement. Well onTarget is designed to maximize member participation through interactive, highly personalized products and resources.

### Well onTarget Member Wellness Portal

- Interactive, engaging portal that tracks participant success while integrating seamlessly with onmyteam Wellness Coaching and onmytime Self-directed Courses
- Joins member, coach and science to create a unique experience and drive meaningful change
- Ability for members to share their experience and success through conversations with their coach, friends and peers via Facebook and Twitter platforms

### Health and Wellness Content

- Online health encyclopedia that educates and empowers through evidence-based, consumer-friendly content

### Fitness Program\*\*

- Flexible and affordable membership program that gives members unlimited access to a nationwide network of more than 9,000 fitness centers
- Convenience of online enrollment and tracking
- Members earn Blue Points<sup>SM</sup> for enrolling in the Fitness Program and tracking weekly gym visits

### Wellness Challenges

- Team challenges designed for groups working toward a common health goal



## Motivate

Everyone needs a little motivation now and then. Whether it's earning bonus rewards or receiving personalized communications, Well onTarget knows how to inspire members to take action.

### **Blue Points Reward Program**

- Member rewards program for engaging in healthy activities
- Available for completion of specific activities and goal achievement within the portal as well as external activities, such as enrolling in the Fitness Program and participating in a biometric screening event through our preferred vendor

### **Fitness Tracking**

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

### **Premium Wellness Communication Packages**

- Email and text messaging that encourages engagement in wellness programs based on individual members' needs
- Customized print communications are also available

### **Self-directed Courses**

- Online educational courses to assist members in achieving their health goals
- Designed to focus on awareness building and create positive change while engaging members through lesson plans and activities
- Topics include nutrition, weight management, physical activity, stress and tobacco cessation

## Sustain

Wellness is a way of life rather than a short-term event. Once employees are motivated and engaged, Well onTarget can help keep them involved in wellness activities through one-on-one coaching and onsite fitness services.

### **Wellness Coaching**

- Dedicated Wellness Coaches trained in the latest trends in research and time-tested principles surrounding behavior change.
- Focused coaching that brings an important human element to form trusting relationships and help members achieve positive outcomes through phone or email contact.
- Coaches can help members achieve nutrition, physical activity and stress management goals.

### **Corporate Onsite Fitness Center**

- Activity tracking device for use in onsite corporate fitness centers.
- Gives employers the ability to track usage, receive reporting of employee utilization and award Blue Points and/or incentives.





## Measure

Cost-effective solutions are a must these days. Well onTarget can deliver results and provides multiple measuring tactics including reporting and employee health status outcomes.

### Health Assessment (HA)

- Designed to give members flexibility to take their assessment over time
- Assessment modules make it simple and easy to use
- Goal prioritization triggered by science-based algorithms
- Tied to interactive tracking tools on the Well onTarget Member Wellness Portal
- A paper version is available for employers preferring a non-electronic version
- Member portal is personalized for each member, based on HA answers

### Worksite Wellness Events

#### Biometric Screenings

- Wide range of services including vouchers and onsite screening options
- Services include total/HDL cholesterol with ratio, glucose, LDL and triglycerides readings for all screenings with additional onsite screenings including blood pressure and height/weight (body mass index) measurements
- Helps reduce overall medical expenses by identifying potential risk factors and helping set a healthy baseline

#### Flu Vaccines

- Employer-sponsored vaccinations for employees and dependents, offered as a stand-alone event or within a health fair

#### Tobacco Screenings

- Administered onsite through a saliva test

#### Health Fairs

- Hosted at the employer's site, health fairs educate employees on various topics, from blood pressure screening and nutrition to preventive health, self-exams, tobacco awareness and more

#### Health Educational Classes and Workshops

- Professionally trained health educators lead programs and webinars about wellness topics such as physical activity, heart health, wellness for men/women and the power of preventive health care

To learn how the Well onTarget program can help improve your company, speak to your Account Representative.

\* Registered service mark of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.

\*\* 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.