



BlueCross BlueShield of Illinois



A New Way to Experience Wellness

Well onTarget[®] gives you the tools and resources to create your healthy journey — no matter where you may be on the path to wellness.

Member Wellness Portal

Available at wellontarget.com, the portal links you to a suite of innovative programs and tools.

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Health Assessment (HA)¹
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Self-Management Programs
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Health Coaching
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Wellness Challenges
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Tools and Trackers
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Fitness Tracking
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Blue PointsSM Program^{2,3}
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Health and Wellness Content
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Fitness Program⁴
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AlwaysOn[®] Wellness Mobile App

Well onTarget[®]

Members can go to wellontarget.com and use their Blue Access for MembersSM credentials to join.

Wellness Program Questions?
Call Customer Service at 877-806-9380.

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 wellontarget.com for further information.
3. 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.
4. Taxes apply. Individuals must be at least 18 years old to purchase a membership. The Fitness Program is provided by Tivity Health[®], an independent contractor that administers the Prime Network of fitness centers. The Prime Network is made up of independently owned and operated fitness centers.
AlwaysOn is owned and operated by Onlife Health Inc. an independent company that has contracted with Blue Cross and Blue Shield of Illinois (BCBSIL) to provide digital health management for members with coverage through BCBSIL. BCBSIL makes no endorsement, representations or warranties regarding third-party vendors and the products and services offered by them.