

BluePointsSM

Our physical activity and wellness incentive program

Enjoy the rewards of taking an active role in your health

Be active

Physical activity and lifestyle changes can greatly reduce the risk of cancer, heart disease, diabetes and other health conditions. That's why we created Blue Points, our incentive program available exclusively for members.¹ Blue Points makes it easy for you to record your physical and wellness activities – and earn exciting rewards, including gift cards from over 300 popular retailers, brand-name merchandise, travel packages and much more! Activities and rewards are customized based on your age, gender and personal interests. Just fill out an introductory survey about your preferences and we provide personalized reward choices. It's that easy!

Earn points

Thirty minutes of physical activity a day or participation in a wellness activity is all you need to get started. The more you participate, the more points you can earn. And, points can be banked toward bigger rewards or redeemed throughout the year for smaller rewards.

Get rewarded

Just record your activities online. You can do it daily. Or, if you don't have regular access to a PC, you can go back as far as 10 days to record your physical and wellness activities.



Rewarding activities

Getting physically active and living a healthier life can be difficult if the approach becomes routine. Fortunately, Blue Points offers a wide range of personalized activities designed to suit your lifestyle. Here are just a few of the activities that you can do to earn points:

- + Exercise 30 minutes daily
- + Eat five servings of fruits and vegetables daily
- + Get a vision test
- + Participate in our Online Health Living Programs focused on smoking cessation, nutrition, weight loss and stress reduction²

Blue Points for kids and teens

Make Blue Points a family affair with Blue Points for Kids and Blue Points for Teens.³ These programs work just like Blue Points and they're available to kids from ages 6-12 and teenagers from 13-17. Both programs are specially designed to encourage children to get physically active and eat right. Just 30 minutes of physical activity a day or participation in a wellness activity earns kids rewards specially tailored for them. Now everyone at home can get in on the fun and get healthy!

It's easy to enroll

Register online at bcbsnc.com or call **1-888-705-7050**. Once you're enrolled, start recording your entries right away. Remember: 30 minutes of physical activity or participation in a wellness activity is all you need to get started.



¹ Blue Cross and Blue Shield of North Carolina (BCBSNC) reserves the right to discontinue or change Blue Points at any time. BCBSNC provides these programs for your convenience and is not liable in any way for the goods or services received. These programs provide tools to aid you in improving your health, and results are not guaranteed. Decisions regarding your medical care should be made with the advice of your doctor. Due to specific group contracts, your employer group may not participate in Blue Points at this time. Contact your benefits administrator or BCBSNC Customer Service to determine your eligibility.

² Blue Cross and Blue Shield of North Carolina provides Online Healthy Living Programs for your convenience and is not liable in any way for the goods and services received. These programs provide tools to aid you in improving your health, results are not guaranteed. BCBSNC reserves the right to discontinue or change the program at any time. Your decisions regarding your medical care should be made with the advice of your doctor.

³ Children ages 6-12 may participate in Blue Points for Kids, but they must be registered by a parent or guardian.

An independent licensee of Blue Cross and Blue Shield of North Carolina. U6035, 9/08