



Well onTarget®

Experience a new kind of wellness — log in to the Well onTarget portal

Well onTarget is designed to give you the support you need to make healthy lifestyle choices — imagine being rewarded for simply doing things that can help you live healthier.

Member Wellness Portal

The Well onTarget member portal uses the latest technology to give you the tools you need for better health.

Well onTarget®

Now you have a step-by-step plan to guide you on the way to living your best life.

The suite of programs and tools include:

- **Digital self-management programs:** Learn about nutrition, fitness, weight loss, quitting smoking, managing stress and more.
- **Health and wellness library:** The health library has useful articles, podcasts and videos on health topics that are important to you.
- **Blue PointsSM program:*** Earn points for wellness activities. You can redeem points for gift cards for yourself or family and friends.
- **Tools and trackers:** These interactive resources help keep you on track while making wellness fun.
- **Health assessment:** Answer some questions to learn more about your health and receive a personal wellness report.
- **Fitness and nutrition tracking:** Get Blue Points for tracking activity with popular devices and mobile apps.
- **Personal challenges:** Join a personal challenge to help you reach your goals. There are over 30 challenges, so you can choose the best one to fit your wellness journey. Topics include stress, sleep, physical activity and more.
- **Fitness program:** The Fitness Program offers a flexible gym network that fits your budget and preferences.

How to access the portal

Use your Blue Access for MembersSM account:

- Log in at **bcbsnm.com/member**. If this is your first time logging in, you will need to register your account. Click **Create an Account** on the login screen.
- Once you are in your account, select the **My Health tab**, then **Wellness** on the top navigation bar of the Dashboard page. Then scroll down to the **Fitness Program** section and click on **Learn More** to be taken to the Well onTarget portal.



Log in to the Well onTarget member portal today!

Questions?

If you have any questions about Well onTarget, call Customer Service at 877-806-9380.

Well onTarget is a voluntary wellness program. Completion of the Health Assessment is not required for participation in the program.

* Blue Points Program Rules are subject to change without prior notice. See the Program Rules on the Well onTarget Member Wellness Portal for further information. 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 centers. The Prime Network is made up of independently owned and operated fitness centers.

BCBSNM makes no endorsement, representations or warranties regarding third-party vendors and the products and services offered by them.

Blue Cross and Blue Shield of New Mexico complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, sex, gender identity, age, sexual orientation, health status or disability. To get help and information in your language at no cost, please call us at 855-710-6984.

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 855-710-6984 (TTY: 711).

Díí baa akó nínizin: Díí saad bee yáńłt'ígo Diné Bizaad, saad bee áká'ánída'áwo'dę' ę'', t'áá jiik'eh, éí ná hółq', kójjí' hódíłłnih 855-710-6984 (TTY: 711).

Health care coverage is important for everyone.

If you, or someone you are helping, have questions, you have the right to get help and information in your language at no cost. To talk to an interpreter, call 855-710-6984. We provide free communication aids and services for anyone with a disability or who needs language assistance.

We do not discriminate on the basis of race, color, national origin, sex, gender identity, age, sexual orientation, health status or disability. If you believe we have failed to provide a service, or think we have discriminated in another way, contact us to file a grievance.

Office of Civil Rights Coordinator
300 E. Randolph St., 35th Floor
Chicago, IL 60601

Phone: 855-664-7270 (voicemail)
TTY/TDD: 855-661-6965
Fax: 855-661-6960

You may file a civil rights complaint with the U.S. Department of Health and Human Services, Office for Civil Rights, at:

U.S. Dept. of Health & Human Services
200 Independence Avenue SW
Room 509F, HHH Building 1019
Washington, DC 20201

Phone: 800-368-1019
TTY/TDD: 800-537-7697
Complaint Portal: <https://ocrportal.hhs.gov/ocr/smartscreen/main.jsf>
Complaint Forms: <https://www.hhs.gov/civil-rights/filing-a-complaint/complaint-process/index.html>

To receive language or communication assistance free of charge, please call us at 855-710-6984.

Español	Llámenos al 855-710-6984 para recibir asistencia lingüística o comunicación en otros formatos sin costo.
العربية	لتلقي المساعدة اللغوية أو التواصل مجاً، يرجى الاتصال بنا على الرقم 855-710-6984.
繁體中文	如欲獲得免費語言或溝通協助，請撥打855-710-6984與我們聯絡。
Français	Pour bénéficier gratuitement d'une assistance linguistique ou d'une aide à la communication, veuillez nous appeler au 855-710-6984.
Deutsch	Um kostenlose Sprach- oder Kommunikationshilfe zu erhalten, rufen Sie uns bitte unter 855-710-6984 an.
ગુજરાતી	ભાષા અથવા સંચાર સહાય મફતમાં મેળવવા માટે, કૃપા કરીને અમને 855-710-6984 પર કોલ કરો.
हिंदी	निःशुल्क भाषा या संचार सहायता प्राप्त करने के लिए, कृपया हमें 855-710-6984 पर कॉल करें।
Italiano	Per assistenza gratuita alla lingua o alla comunicazione, chiami il numero 855-710-6984.
한국어	언어 또는 의사소통 지원을 무료로 받으려면 855-710-6984번으로 전화해 주세요.
Navajo	Niná: Doo bilagáana bizaad dinits'á'góó, shá ata' hodooni nínízingo, t'áájí'eh bee náhaz'á. 1-866-560-4042 jì' hodíilni.
فارسی	برای دریافت کمک زبانی یا ارتباطی رایگان، لطفاً با شماره 855-710-6984 تماس بگیرید.
Polski	Aby uzyskać bezpłatną pomoc językową lub komunikacyjną, prosimy o kontakt pod numerem 855-710-6984.
Русский	Чтобы бесплатно воспользоваться услугами перевода или получить помощь при общении, звоните нам по телефону 855-710-6984.
Tagalog	Para makatanggap ng tulong sa wika o komunikasyon nang walang bayad, pakitawagan kami sa 855-710-6984.
اردو	مفت میں زبان یا مواصلت کی مدد موصول کرنے کے لیے، براہ کرم ہمیں 855-710-6984 پر کال کریں۔
Tiếng Việt	Để được hỗ trợ ngôn ngữ hoặc giao tiếp miễn phí, vui lòng gọi cho chúng tôi theo số 855-710-6984.