



BlueCross BlueShield of Texas



Be Your Healthiest Self...We'll Help

Online...on the phone...on the go. However you choose to fit good health into your daily life, you've got tools to help you. Follow these simple steps to sign up for Blue Access for MembersSM (BAMSM) – where you can access all the health and wellness programs included with your plan.



Go to bcbstx.com.



Sign up for BAM.



Click the
My Health tab.



A Path to Wellness

Complete self-management online programs to help reach your wellness goals with Well onTarget®. Plus earn rewards for healthy activities.¹

Commit to Be Fit

Get unlimited access to a national network of fitness centers, so you can exercise wherever life takes you.²

Quick Answers to Health Questions

Should you go to the emergency room? Urgent care? Wait to see your doctor? 24/7 Nurseline can help you decide – any day, any time.³

Behavioral Health Support

Your mental health is vital to your wellbeing. Your plan gives you access to treatment options to help with anxiety, depression, substance use and more.

Guidance for Your Growing Family

Get personal phone calls with a maternity specialist who can help you understand and manage pregnancy risks with Special Beginnings®.



Get healthy reminders and tips for using your benefits.

Text **MYCONTACTTX** to **33633** or go to **upp.bcbstx.com** to let us know how we should contact you.⁴

1. 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. 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.
 2. 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.
 3. For medical emergencies, call 911. This program is not a substitute for a doctor's care. Talk to your doctor about any health questions or concerns.
 4. Message and data rates may apply. Terms and conditions and our privacy policy are available at bcbstx.com/mobile/text-messaging.
- Blue Cross®, Blue Shield® and the Cross and Shield Symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.