



Blue PointsSM

Rewards for Healthy Living

As part of Blue Care Connection®, Blue Cross and Blue Shield of Illinois offers you and your eligible dependents **Blue Points*** to keep you motivated and climbing toward your wellness goals.

Earn Blue Points every time you engage in healthy activities, such as:

- Creating fitness, meal or life plans; setting plan goals and reporting on your progress
- Completing and updating the online Health Risk Assessment
- Participating in online wellness programs
- Incorporating fitness center visits as a part of your weekly routine through the Fitness Program

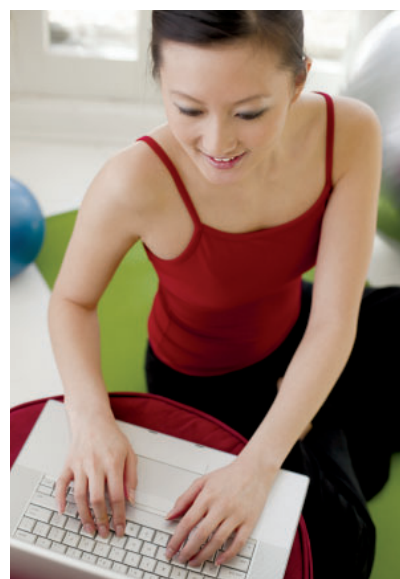
Redeeming Blue Points

Visit Blue Access® for Members at www.bcbsil.com, select the Personal Health Manager from the *My Health – Tools* tab, and then select **Blue Points**.

Blue Points are redeemable for popular health and wellness merchandise and services at the **Blue Points Account and Redemption Center**.

* Blue Points Program Rules are subject to change without prior notice. See the Program Rules and Frequently Asked Questions for further information.

**Start Earning
Blue Points Today**
– Enjoy the benefits of
better health AND
exciting rewards!



www.bcbsil.com