



Illinois
New Mexico
Oklahoma
Texas



August 2013

Employer Worksite Wellness Webinar

2013 Campaign Schedule



| Month | Webinar Topic | Date and Time |
|-------------------|--|-------------------|
| January | 2013 Wellness – An Overview of Well onTarget | 1/29 10-11 AM |
| February | 2013 Wellness – An Overview of Well onTarget | 2/26 10-11 AM |
| March | Thrive to Stay Alive: Happiness in the Workplace | 3/19 10-11 AM |
| April | Wellness Incentives in Workplace Cultures: Best Practices | 4/23 10-11 AM |
| May | Rescheduled | 5/28 10-11 AM |
| June | Creating a Culture of Wellness at Your Worksite: An Overview of Well on Target Consulting Services | 6/25 10/11 AM |
| July | Blue Care Connection | 7/23 10-11 AM |
| August | Employee Resources: Exploring Be Smart. Be Well. and Blue365 | 8/27 10-11 AM |
| September | Reframing the Well-Being Value Proposition for Sustainable Results | 9/26 10-11 AM |
| October | TBD | 10/22 10-11 AM |
| November/December | TBD | 12/10 10-11 AM |

A man with grey hair, wearing a blue and white long-sleeved shirt and blue shorts, is running on a beach carrying a light blue surfboard with yellow stripes. The background shows a clear blue sky with some clouds and the ocean waves crashing on the shore.

SIMPLY INSPIRING

our purpose

To do everything in our power to stand
with our members in sickness and in health

August 2013 Agenda



❖ **Introduction**

❖ **Be Smart. Be Well. – Katie Hocking**

❖ **Blue365 Discount Program – Kate Duncan**

❖ **Fitness Program – Angelica Camacho**

❖ **Questions**

be smart. be well.®

life stories to help us all.™

Home

About Us

All Topics ▾

Subscribe

Contact Us

Follow Us:    

Health news.
Leading experts.
Real-life stories.
And you.

be smart. be well.



Be Smart. Be Well.

Mission Statement



- The goal of *Be Smart. Be Well.* is simple: to help all of us stay healthier and safer through increased awareness and simple-to-use knowledge. With each new topic, we focus on delivering real-life video stories, information and resources that can have a positive impact on people's lives.
- <http://vimeo.com/71369203>

be smart
be well[®]
.com

Executive Summary



- Be Smart. Be Well. (BSBW), is an award-winning consumer health website produced by the country's largest customer-owned health insurer. At the forefront of the video storytelling health-information movement, BSBW helps people manage important health issues like childhood obesity, food safety and more with videos that feature health experts and real-life people. Produced in collaboration with medical experts and leading health organizations, such as the Centers for Disease Control, BSBW is a non-commercial informational resource available to the public.
- Launched in 2008, the site now includes in-depth coverage of 12 topics. The site typically adds 1-2 new topics per year, and incorporates new videos and articles into existing topics.
- Impact-to-date:
 - Average 14,000 unique site visitors per month / 142,000 per year in 2012, a 57% increase from 2011.
 - Generated 606,910 video views in 2012, a 51% improvement vs. 2011
 - Built database of 45,000+ opt-in subscribers to BSBW's e-newsletters and e-alerts.
 - Created a Facebook community of more than 45,000 Facebook fans, making it the second-largest HCSC Facebook page (IL - 43,932; TX - 26,490; OK - 9,920 ; NM - 8,353).
 - More than 9.2 million overall impressions of BSBW content and brand in 2012.

Video Storytelling: A Way to Better Health



- Be Smart. Be Well. is at the **forefront of the video storytelling health-information movement**, helping people manage health issues with videos that feature medical experts and people living with these issues.
- A 2011 study published in [*Annals of Internal Medicine*](#) found video storytelling is an effective way to educate people about health conditions and watching others share their health stories can empower people to take control of their own health.
- BeSmartBeWell.com presents real people: kids, teens and parents--from all backgrounds and walks of life--talking about important health issues.
- BSBW was invited to present on “An Internet-Based Approach to Health Literacy” at the 2012 Blue National Summit in Orlando, Fla., based on these principles.



“When we developed our personal stories, we imagined viewers would see these stories and go ‘Gosh, they’re just like us.’”

– Stephanie Vomvouras, M.D., medical director, Blue Cross and Blue Shield of Illinois, and BeSmartBeWell.com medical advisor

Site Redesign



- BeSmartBeWell.com Redesign (May 2013)
 - New Look and Feel for more user-friendly and engaging experience

The screenshot displays the redesigned website interface. At the top, a dark navigation bar features the 'be smart. be well.' logo on the left and the tagline 'life stories to help us all.' on the right. Below the navigation bar is a large hero section with a collage of photos showing diverse people and medical imagery. Text on the left of the hero section reads: 'Health news. Leading experts. Real-life stories. And you. be smart. be well.' Below the hero section is a row of four content cards. The first card, 'What's New', features a video thumbnail and the title 'Addiction', with a sub-headline 'Learn about addiction and why it's so hard to overcome.' and a 'Video and More' link. The second card, 'Featured Expert', features a video thumbnail and the title 'Sexual Health', with a quote: '"Your doctor can be a partner in your journey," Yolanda Wimberly, M.D.' and a 'Video and More' link. The third card, 'Staff Pick Video', features a video thumbnail and the title 'Childhood Obesity', with the text 'Dinner has changed but it still tastes great.' and a 'Video and More' link. The fourth card, 'Subscribe', features a video thumbnail and the title 'In this Issue: Youth Sports and Concussions', with a sub-headline 'A conversation with a brain injury expert from the brain injury prevention center.' and a 'Subscribe' button. Below the 'Subscribe' button is a 'Sign Up' button and a 'See Sample' button. At the bottom of the page, there are social media sharing icons for Like, Tweet, Share, Email, and Print.

Site Redesign

- BeSmartBeWell.com Redesign (May 2013)
 - 100% Mobile – smart phones, tablets, desktop
 - 13% of BSBW.com users access the site from a mobile device



Featured Topics



Addiction (Newest topic)
Caregiving
Childhood Asthma
Childhood Obesity
Domestic Violence
Drug Safety
Food Safety
Healthy Sleep (June 2013)
Managing Pregnancy Risk
Mental Health
Sexual Health
Sexually Transmitted Diseases (STDs)
Teen Dating Abuse
Teen Driving
Traumatic Brain Injury (TBI)

Content Partnerships



- Be Smart. Be Well. collaborates with leading health organizations and medical experts to provide the most accurate and up-to-date health information.
- Our videos include interviews with experts from a variety of renowned organizations and institutions such as:



American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™



National Institutes of Health
NIH...Turning Discovery Into Health®



Content & Co-Marketing Partnerships



- The following organizations have worked with BSBW not only to collaborate on video stories, but also to help promote a BSBW topic to their organization's audiences:



Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People.™



THE HOTLINE™



Partnerships: CDC



Centers for Disease Control and Prevention (CDC):

•The National Center for Injury Prevention and Control provided advice and direction for BSBW's new Teen Driving videos released in Jun-2012, as well as worked with BSBW on co-marketing activities like link-sharing and participated in Safe Teen Driving Day Event on Facebook.

•BSBW produced a video, **Sports and Concussions**, with the Division of Injury Prevention in fall of 2012.

•BSBW produced a video, **Let's Talk About Sexual Health**, with the Division of STD Prevention in fall 2012.

Parents Are the Key

Parents Are the Key to Safe Teen Drivers

Car crashes—the #1 killer of teens—take about 3,000 young lives every year. That's 8 teen deaths each day that can be avoided. Parents and young adults who are good drivers can make a difference by getting driving. Take advantage of the and resources. Learn about the ations for your young driver—

New Be Smart. Be Well. Videos

Check out the new *Be Smart. Be Well.* videos on safe teen driving from Blue Cross Blue Shield, in partnership with CDC.

Be Smart. Be Well. is leading experts, valuable resources and real-life video stories about people trying to live healthier.

See the videos on BeSmartBeWell.com

Sexually Transmitted Diseases (STDs)

Be Smart. Be Well. STD Videos

Let's Talk About Sexual Health

Talking about sexual health is not the regular part of your doctor-patient relationship, but it should be. This can be especially true for adolescents and young adults who are at high risk for sexually transmitted diseases (STDs). Nearly half of all new STD cases are in young people between the ages of 15 and 24. This video discusses the importance of a healthy dialogue between youths and providers concerning their sexual health, and features CDC epidemiologist, Elizabeth Torrone, PhD, MSc, November 20, 2012.

Let's Talk About Sexual Health

The videos below, produced by Be Smart Be Well in 2010, raise awareness of Sexually Transmitted Diseases (STDs):

- What are they?
- Why do they matter? and,
- What can I do about them?

Partage our key messages at BSBW, featuring CDC's Dr. John Douglas, Chief Medical Officer, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention.

JavaScript must be enabled in order to view all content below.

Overview

What is it?

CDC - STD Videos
go.usa.gov

Video for doctors and young adults on how to talk about sexual health.

Like · Comment · Share

60 people like this.

Thomas Lawrence Long Sexual reticence of prim ary-care providers is a health problem .
January 22 at 1:55pm · Like

Partnerships: The Partnership at DrugFree.org



The Partnership at Drugfree.org:

BeSmartBeWell.com and Partnership at Drugfree.com created a co-branded “Prescription and Over-the-Counter Drug Guide” and co-promoted it through a variety of media and social media channels, including a BSBW-sponsored satellite media tour with Steve Pasierb, CEO, The Partnership at Drugfree.org. The media tour generated 22 total interviews, 1,063 airings (including a morning show in Houston, TX), 16.2 million audience impressions, and over \$310,000 in broadcast value. The partnership activities were also mentioned in The Partnership’s 2011 Annual Report.



Steve Pasierb, CEO, The Partnership at Drugfree.org, featured on BSBW’s satellite media tour in Oct-2011

New: Prescription and Over-the-Counter Drug Abuse Guide

With BeSmartBeWell.com, we introduced a [comprehensive prescription and over-the-counter drug guide](#) so you can better understand the medicines kids are abusing.



[Learn more about the program »](#)

Prescription and Over-the-Counter Drug Guide

The Partnership at Drugfree.org’s 2011 Annual Report with mention of Be Smart. Be Well

Partnerships: LovelsRespect.org



Love Is Respect / Break the Cycle/National Dating Abuse Helpline:

BSBW consulted with leading dating abuse prevention and advocacy organizations to produce a teen dating abuse video and are jointly promoting the video and resources available at BeSmartBeWell.com/domestic-violence through a social media campaign and other outreach efforts.

Recent Posts By Others

 **loveisrespect, National Teen Dating Abuse Helpline**
Be Smart. Be Well. is running a wonderful awareness campaign about dating abuse. Check it out: <http://bit.ly/Hf8X5>

Be Smart. Be Well. :: Spotlight Newsletter :: Teens Start Talking
www.besmartbewell.com
Spotlight Newsletter

View Post · April 16 at 2:18pm

 You and 5 others like this.

 11 shares

 **Be Smart. Be Well.** Thanks for the share!
April 16 at 2:42pm · Like

 **loveisrespect, National Teen Dating Abuse Helpline** Thank YOU for the campaign :D
April 16 at 2:48pm · Unlike ·  2

Write a comment...

People Who Shared This

 **Rebecca Rivera** via **loveisrespect, National Teen Dating Abuse Helpline**
April 16 at 10:49pm · 

 **Avery County Health Department** via **loveisrespect, National Teen Dating Abuse Helpline**
Like · Comment · April 16 at 6:04pm · 

 **Carolina Teen Health** via **loveisrespect, National Teen Dating Abuse Helpline**
Do you know someone who needs this number? See something, say something!
Like · Comment · April 16 at 4:19pm · 

 **Sandra Lee Upchurch** via **loveisrespect, National Teen Dating Abuse Helpline**
April 16 at 2:30pm · 

 **Dominique Davy** via **loveisrespect, National Teen Dating Abuse Helpline**
April 16 at 2:29pm · 

 **Sandra Lee Upchurch** via **loveisrespect, National Teen Dating Abuse Helpline**
April 16 at 2:29pm · 

You can see only shares that are public or from friends.

Love is Respect commenting on BSBW/Facebook and reposting on their Facebook pages.

Awards & Recognition



Be Smart. Be Well. has been recognized for excellence by a variety of health and media organizations, including

2012

- American Business Awards
 - 2012 Silver Stevie Winner in Health Products and Services category
- Telly Awards
 - Silver (highest) Award in Health and Wellness category
 - Silver Award in Safety category
 - Bronze Award in Social Concerns category
- Communicator Awards
 - Excellent (highest) Award for BSBW and domestic-violence
 - Plus, Award of Distinction for “Carolyn’s Story”

2011

- Web Health Awards
 - Bronze for BSBW and domestic violence
- Sprout Film Festival
 - Two of 50 films selected to be shown at international festival

2010

- Content Wise Award
 - Magnum Opus, Gold Award for BSBW and childhood obesity

Awards & Recognition



Here are some of the organizations using Be Smart. Be Well. videos and content in their patient/community education and outreach efforts. This list is not exhaustive and only represents those activities of which we are aware:

By Association:

- Advocate Health
- America's Health Insurance Plans (AHIP)
- HCSC FEP Marketing
- National Institute of Health Care Management Foundation – adolescent health literacy
- PE Central

By State:

- AL - Public Health Nursing Association
- AK - Petersburg Public Health Center
- IL – Brain Injury Association of Illinois
- IL - Chicago Job Corps – Department of Labor
- IL - Evanston Township High School – Nutrition Services
- IL – Serenity House Counseling Services
- NE - Boys Town
- NM – Los Alamos National Laboratories
- TX - Medical Association
- TX - State Dept. of Health Communications
- TX - Department of Social and Health Services
- WV - Community Health – Hampton Health District

Engagement Opportunities



be smart. be well.®

SPOTLIGHT NEWSLETTER

February 2013 [Connect with Be Smart, Be Well.](#) [f](#) [t](#) [v](#)

In this Issue: Food Safety

Protect yourself and your family from food poisoning.



Stay Food Safe

Experts give practical food safety advice.

[▶ Watch the video.](#)

"More than two hours? That's when the food has to be thrown out."
– Chef Wook Kang,
Le Cordon Bleu, Chicago

Feature Article

Food safety myths revealed.

[▶ Read More](#)

Take the Quiz

Test your kitchen-safety know-how

[▶ Take this quiz](#)

We want to hear from you: Watch your e-mail next week for a reader survey!

Sponsored by:  Illinois New Mexico Oklahoma Texas

Blue Cross and Blue Shield of Illinois, Blue Cross and Blue Shield of New Mexico, Blue Cross and Blue Shield of Oklahoma, and Blue Cross and Blue Shield of Texas
Division of Health Care Service Corporation
a Mutual Health Insurance Company, an Equal Opportunity Employer
©2013, Health Care Service Corporation
All Rights Reserved.

[About Us](#) [Contact Us](#) [Privacy Policy](#) [Disclaimer](#) [Manage Preferences](#)

- **Spotlight** Email Newsletter
- The *Spotlight* Newsletter is delivered six times per year, featuring one special topic with videos, articles, and quizzes.
- No. of subscribers: 39,000+
- Open Rate: 36%
- Click Rate: 5%

Industry average:

15% open rate | 3% click rate

Spotlight Newsletter

Engagement Opportunities



be smart. be well.®

SPOTLIGHT NEWS ALERT

In the News
Breaking news stories brought to you by **Be Smart. Be Well.**

Teen Driving | [What's Happening Behind the Wheel?](#)
Childhood Obesity | [Junk Food Laws May Help Curb Kids' Obesity, Study Says](#)
Food Safety | [What Do I Do Before and After Food Poisoning?](#)
Managing Pregnancy Risks | [The Pros and Cons of Early Delivery](#)
Childhood Asthma | [Back-to-School Checklist for Students with Asthma](#)
Sexually Transmitted Disease | [The New Face of HIV](#)
Caregiving | [Learning to Cope with Caregiver Stress](#)
Mental Health | [Stress, Depression Reduce Brain Volume Thanks to Genetic 'Switch'](#)
Drug Safety | [Prescription Drug Abuse on the Rise](#)
Traumatic Brain Injury | [Doctors and Coaches Use New Technology to Diagnose Concussions](#)
Domestic Violence | [Kids Talk to Parents in Teen Violence Awareness Campaign](#)

BeSmartBeWell.com is leading experts, valuable resources and real-life video stories about people trying to live healthier. [Visit us.](#)

Connect with Be Smart. Be Well.: [Facebook](#) [Twitter](#) [YouTube](#)

Sponsored by:  **Illinois New Mexico Oklahoma Texas**

Blue Cross and Blue Shield of Illinois, Blue Cross and Blue Shield of New Mexico, Blue Cross and Blue Shield of Oklahoma, and Blue Cross and Blue Shield of Texas
Divisions of Health Care Service Corporation,
a Mutual Legal Reserve Company, an Independent Licensee
of the Blue Cross and Blue Shield Association
©2012, Health Care Service Corporation,
All Rights Reserved.

[About Us](#) [Contact Us](#) [Privacy Policy](#) [Disclaimer](#) [Manage Preferences](#)
300 E. Randolph St. Chicago, IL 60601

- *Spotlight News Alert* Email Newsletter
- *Spotlight News Alerts* are emailed two times per month, featuring a key news headline for each topic. News headlines are provided by Meltwater News.
- No. of subscribers: 36,000+
- Open rate: 27%
- Click rate: 5%

Industry average:

15% open rate | 3% click rate

Engagement Opportunities



BSBW on Facebook | 50,100 fans

- Facebook is integrated into every topic promotion to reach and engage more with BSBW's target audiences of teens, young adults, and parents.

A screenshot of the BSBW Facebook page. The main post features a young woman with blonde hair looking directly at the camera. The text on the post reads "Addiction" in large yellow letters, followed by "Treat It Like a Disease" in white. Below the image is a dark grey box with the text "be smart be well .com" in white and yellow. Underneath the image, the page name "Be Smart. Be Well." is displayed, along with "40,380 likes · 1,252 talking about this". To the right of the page name are buttons for "Liked" and a settings icon. Below the main post is a navigation bar with several tabs: "About", "Photos", "Addiction", "Likes", and "Spotlight Newsletter". The "Addiction" tab is highlighted in grey. The "Likes" tab shows a thumbs-up icon and the number "40,380". The "Spotlight Newsletter" tab shows a small image of a person in a yellow life jacket. A large blue Facebook logo is visible on the right side of the screenshot.

Engagement Opportunities for Members



BSBW on YouTube | 272,467 Video Views

A screenshot of the Be Smart. Be Well. YouTube channel page. The page features a banner with the text 'life stories to help us all. be smart. be well.' and a video player showing a road from a driver's perspective. The channel name 'Be Smart. Be Well.' is prominently displayed, along with a 'Subscribe' button and statistics: 138 subscribers and 143,931 video views. The 'About' section states: 'The goal of Be Smart. Be Well. is simple: to help all of us stay healthier and safer through increased awareness and simple-to-use knowledge on a variety of important health topics.' It also lists social media links for Twitter, Facebook, and LinkedIn. The 'Latest Activity' section shows the channel was created on Apr 10, 2009, in Chicago, United States. Below the video player, there are sections for 'Featured Playlists' with titles like 'Be Smart. Be Well. Teen Driving' and 'Be Smart. Be Well. Caregiving'.

- All videos are posted on Be Smart. Be Well's YouTube channel, organized by topic, which have generated more than 203,000 video views to date.



Engagement Opportunities



BSBW on Twitter | 655 Followers

Home Connect Discover

Be Smart Be Well
@BSBW FOLLOWS YOU

Life stories to help us all on TBI, drug safety, mental health, caregiving, childhood obesity, pregnancy, STD, domestic violence, food safety, childhood asthma
The Windy City · <http://www.besmartbewell.com>

Following 803 TWEETS
671 FOLLOWING
594 FOLLOWERS

Tweet to Be Smart Be Well
@BSBW

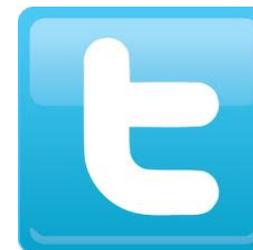
Tweets

- Be Smart Be Well @BSBW 22 Aug
Brush up on your #testtakingskills with our #health quizzes. Here's one on the growing problem of #digitalabuse.
pub.vitru.com/NLG1
Expand
- Be Smart Be Well @BSBW 20 Aug
It's #backtoschool time. Make sure your school nurse has your child's #asthma action plan to recognize symptoms early.
pub.vitru.com/suFG
Expand
- Flaura Winston MDPH @safetymd 17 Aug
Pls share Be Smart, Be Well video where I give tips/info on how parents can set expectations for their teen drivers:
teendriversource.org/news/recent_ne...
Retweeted by Be Smart Be Well
Expand
- Be Smart Be Well @BSBW 16 Aug
I uploaded a @YouTube video youtu.be/2iNIpTx6pc?a Food Safety: Cooking with Kang
[View video](#)

Similar to Be Smart Be Well

- Healthy People 2020 @GoHeal...
Follow

- Be Smart. Be Well. regularly tweets and posts on Twitter. Today BSBW has 665 followers.



Join our online community: **Besmartbewell.com**



facebook.com/besmartbewell

youtube.com/besmartbewell

twitter.com/BSBW

Thank you!

Katie Hocking, 8-653-7601



Wellness Webinar

Blue365[®]

Objectives



- Introduction to Blue365
- Discount Offering Highlights
- Registration Process
- Where To Learn More

Blue365[®]

We Believe



- *That health care costs are an issue of significant concern.*
- *That a healthy workforce is essential to a company's continued growth and prosperity.*
- *That much of the illness in many companies is directly preventable.*
- *That the workplace is an ideal setting to address health and well-being.*
- *That workplace wellness programs can transform the corporate culture and change lives.*

Our **Blue365** member discount program supports employer wellness initiatives by offering savings opportunities that make achieving and maintaining wellness simpler, more affordable and more accessible for more employees.

Blue365 allows members and their covered dependents to **save money on value-added health care products and services** not usually covered by a member's benefit plan.

- **All members need is their BCBS Card** – Members simply need their ID card to register and receive discounts from top national and local retailers on fitness gear, gym memberships, family activities, healthy eating options and much more.
- **No annual limits** – Members and their covered dependents can enjoy discounts as often as they like.



No claims to file, no referrals, no additional fees to participate – **It's just one more advantage of being a BCBS member!**



Discount Offerings



HCSC Vendor Relationships

Blue365 continues with the existing HCSC vendor relationships from the previous member discount program



National Partnerships

Blue365 partners with select national brands and is developing more partnerships to bring high-value weekly deals to our members



Vision Discounts



BCBS members and their covered dependents pay less for vision accessories and services through the Davis VisionSM national network of more than 30,000 independent and retail providers.



Vision Discounts

on eye exams and eyewear and accessories at retailers such as:

Visionworks • EyeMasters

Laser Vision Correction*

surgery, including eye exam, post-operative care and consultation

**Financing available*

Contact Lenses

through the online discount contact lens replacement program

Lens 1 2 3

Hearing Discounts



Through TruHearing[®] a discount is available to BCBS members, as well as their parents and grandparents who are not enrolled in a BCBS plan.

- Hearing test performed by a licensed hearing specialist at no additional charge*
- Quality digital hearing aids available at a reduced price
- 3-year warranty
- 45-day money-back guarantee



**When performed for the purpose of fitting a hearing aid*

Life Time[®] Fitness



Life Time Fitness offers a complete health fitness experience no matter your fitness level, interests, schedule or budget.

Through Blue365, Life Time Fitness will waive the enrollment fee for new BCBS members who join their health club.



Note: There are no current Life Time Fitness health clubs in New Mexico or Montana.

Jenny Craig



Lose Weight & Get Healthy! Get started with Jenny today with two membership options*:

•30% off the initial enrollment fee on a 12 month membership.

OR

•Free 30-day Trial through the Jenny As You Go monthly Program.



** Plus the cost of food and shipping (if applicable). Each offer is separate and can be used only once per member. No cash value. Restrictions apply. Not valid with any other offers or discounts.*

Procter & Gamble (P&G) Dental Products



Keep your smile healthy and bright with
Procter & Gamble dental bundles

Get significant discounts on P&G oral care bundles that include products such as electric toothbrushes and Crest® dental care products

The latest in Oral B® power toothbrushes, toothpaste, whitening kits, floss and more



Save Money While You Stay Healthy



Register online at *

blue365deals.com/BCBSIL/
blue365deals.com/BCBSTX/
blue365deals.com/BCBSNM/
blue365deals.com/BCBSOK/

Once registration is complete, members will receive weekly “Featured Deals”, which will offer additional discounts from leading health companies and online retailers.



* URL is case sensitive.

Blue365[®]



Home > All Deals

Browse All Deals

Time to start saving! Take a look at all the current deals, and save for offers that are right for you.

FITNESS

Running in shape never felt so good. Start saving on all you need to stay fit.

[View All Fitness offers](#)

HEALTHY EATING

Recipes that make eating right fun to cook down or just boost our energy.

[View All Healthy Eating offers](#)

PERSONAL CARE

Use essentials for keeping your senses sharp and helping your look work its best.

[View All Personal Care offers](#)

WELLNESS

Wasting it easier to reach a healthier you.

[View All Wellness offers](#)

Featuring deals on:

- Fitness
- Healthy Eating
- Personal Care
- Wellness

Home > All Deals > Wellness

TRUHEARING

Accounts on Hearing aids at TruHearing

The Opportunity

TruHearing is a leading provider of hearing aids and hearing services. We are currently seeking qualified individuals to join our team. If you are interested in this opportunity, please contact us at [1-800-877-8777](#).

The Details

This is a full-time position. The position is based in the Dallas, Texas area. The position is open to individuals who are currently residing in the Dallas, Texas area. The position is open to individuals who are currently residing in the Dallas, Texas area.

How It Works

See how the Blue365 mobile app can help you save on all your favorite products and services. Download the app on your smartphone or tablet and start saving today.

How to Use the App

1. Sign up for the app.
2. Choose the deals you'd like to save.
3. Take it to the store.
4. Earn your rewards.

Frequently Asked Questions

Blue Cross and Blue Shield Companies?

Blue365?

Blue365 Rewards?

How do I use the app?

Can I use the app on my phone?

Can I use the app on my tablet?

Can I use the app on my computer?

Learn more about Blue365 by watching this short video under the "How It Works" tab.

My Account

Name:

Email:

New Password (7):

Confirm Password:

ID Card Prefix:

ZIP Code:

Birth Year:

Gender: Male Female

Preferred Categories: Experiences Film Healthy Eating Live Personal Care Web

Language: English Español

SUBMIT

*required fields

See the whole video in Spanish by changing the language section in your personal profile

HOW TO SHARE A DEAL AND GET YOUR REWARDS

Staying healthy should be easy — and affordable, too. That's why Blue365 makes it simple to save on everything you need for a well-balanced lifestyle.

If you see a deal you like, share it with your friends and family in the Participating Blue Cross and/or Blue Shield Companies network. **For every member you get to sign up, we'll give you a \$10 reward to spend on a future offer, after they purchase their first deal on Blue365.**

Earning rewards is only a click away. Just log in and use the "Share for Rewards" icons to promote your favorite offers through Facebook, Twitter or email. Easy, right?

Treating your mind and body well doesn't get more effortless than that. And if there's a healthy-living deal you'd like to see in your inbox, all you have to do is let us know.

Share deals with friends and family and receive cash rewards on future offers

Cómo Funciona

¿Has que tener para obtener el video de cómo funciona Blue365? ¿Tiene alguna pregunta? Este video te muestra cómo usar el Blue365 y cómo recibir el premio de \$10 por cada miembro que se registre de una manera sencilla para ti.

Dois maneiras de ganhar

Las ofertas de salud y bienestar, diseñadas solo para usted, le ayudan a ahorrar en todo lo que necesita para mantenerse en forma. ¿Quieres algo aún más? También tienes acceso a dos tipos de ofertas buenas para usted: descuentos permanentes que pueden cambiar en cualquier momento que desees y ofertas exclusivas por tiempo limitado distribuidas para que seas, aprovechando el momento.

Insíscríbete para recibir mensajes de correo electrónico de las compañías.

Si te interesa el contenido de los últimos ofertas de Blue365, no recibirás ningún mensaje de correo electrónico ni descuento y solo recibirás un mensaje de correo electrónico a la semana. [Inscríbete aquí](#)

Preguntas Frecuentes

¿Tiene alguna pregunta sobre...?

- Compañías Blue Cross y Blue Shield Blue365
- Distribuidores Blue365
- Cómo buscar, comprar o cancelar Oportunidades Destacadas u Oportunidades Continuas Blue365
- Problemas para LINKAR una Oportunidad Destacada a una Oportunidad Continua Blue365
- Recompensas Blue365
- Interactuar de información en Blue365
- Añadir otros temas

[Ver todas las Preguntas Frecuentes](#)

Incluya a su empresa

¿Tiene su empresa buenas ofertas para la comunidad Blue365?

[Descárgala](#) para empezar como participante del momento de buena salud.

Look for Blue365 on Blue Access[®]



Illinois
New Mexico
Oklahoma
Texas

Member Services | 1-800-368-6777



Members can log on to

Blue Access for Members

for the most up-to-date
Blue365 information.



Under the My Coverage tab





Illinois
New Mexico
Oklahoma
Texas



Well onTargetSM Fitness Program

Well onTargetSM Fitness Program

Refer-a-Friend September Promotion



- Current members can receive a free month of membership when they refer a qualifying new member from September 1 to September 30
- Referred members receive waived enrollment fee
- Enrollment* is easy
 1. **Online-** Log in to Blue Access for Members and click Fitness Program in the Quick Links
 2. **By phone-** 888-762-BLUE (2583) Monday-Friday between 8 a.m. and 9 p.m.

*Must provide name and Fitness Program ID number of referring friend



Well onTargetSM Fitness Program

Refer-a-Friend September Promotion



- Special communication materials will be available for promotion to your employees
- Contact your Account Executive for these materials, which include:
 1. Marketing Flier
 2. Email Template
- Members will be notified of the Fitness Program campaign in the September issue of *LifeTimes*



Refer a Friend in September and Get a Free Month of the Fitness Program

Current members of the Fitness Program can share their love of fitness in September* by referring a friend. Qualifying new members will receive a waived membership enrollment fee and you may get a free month of membership**.

Enroll online by logging into Blue Access for MembersSM at bcbsil.com or by calling 888-762-BLUE (2583).

The Fitness Program offers unlimited access to a nationwide network of more than 8,000 participating fitness centers. Other features:

- Online tracking.
- No contract required. Pay only \$25 per member per month.
- Access to discounts through a nationwide Complementary and Alternative Medicine (CAM) network.
- Earn a bonus 2,500 Life PointsSM for joining and up to 500 points per week for regular visits.

