



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, smiling, is running on a sandy beach towards the ocean. He is carrying a long, light blue surfboard with yellow and black stripes under his arm. He is wearing a blue and white long-sleeved shirt and blue shorts. The background shows a clear blue sky with some clouds and the ocean waves breaking 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.™

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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.



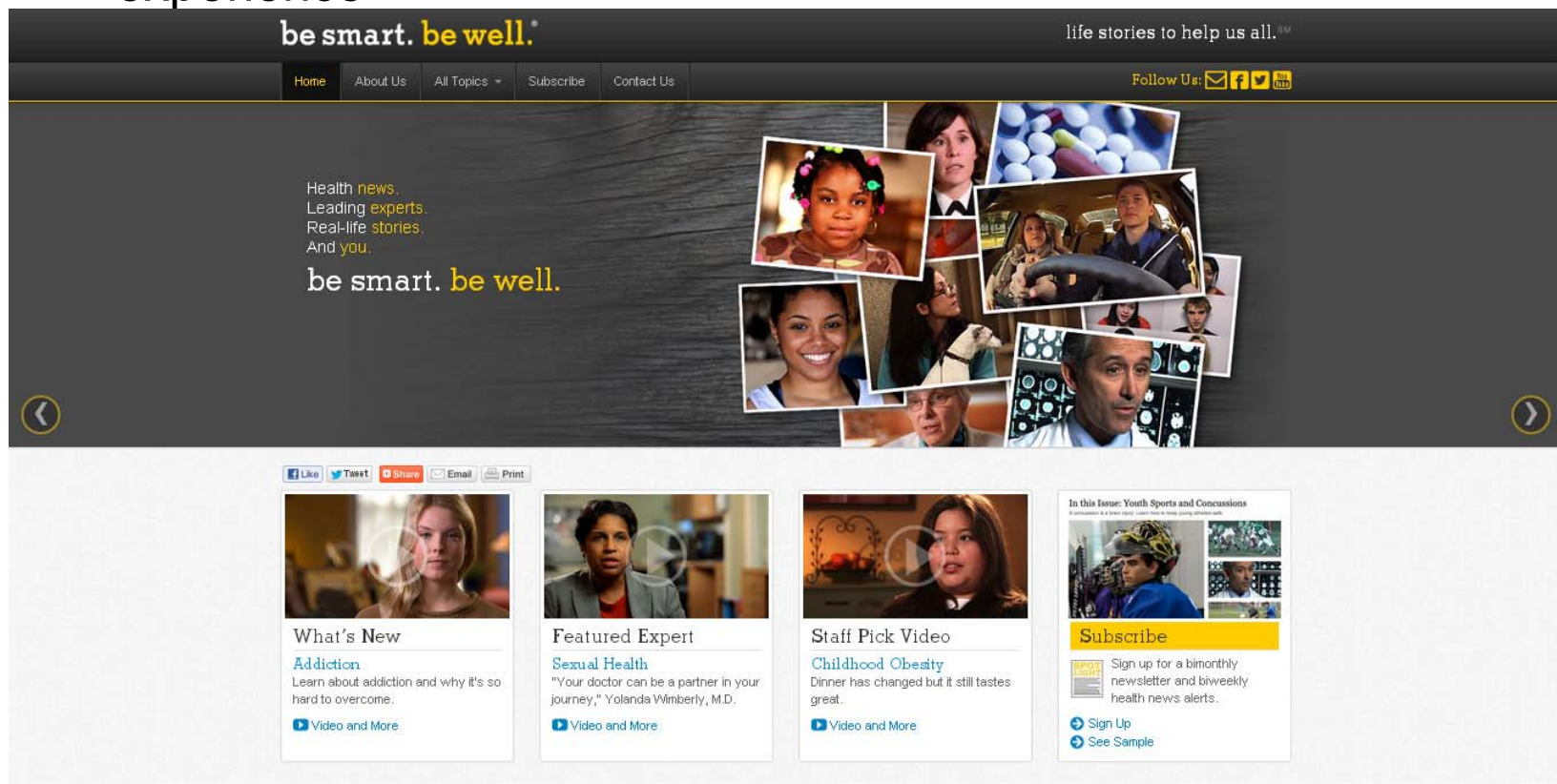
“When we developed our personal stories, we imagined viewers would see these stories and go ‘Gosh, they’re just like us.’”

— 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



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

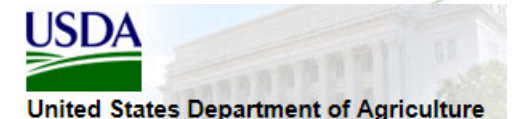
Teen Driving

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:



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
About the Campaign
What Parents Can Do
Eight Danger Zones
Parent-Teen Driving Agreement

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 should know that the main reason for teen crashes is inexperience. All new drivers and "good kids"—and parents—need to be involved in a fatal crash. Parents can make a difference by getting involved. Take advantage of the resources. Learn about the options for your young driver—

Be Smart. Be Well. STD Videos
Let's Talk About Sexual Health
Talking about sexual health is not a 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 of contracting 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 youth and providers concerning their sexual health, and features CDC epidemiologist Elizabeth Fortney, PhD, MPH, 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?
- What can I do about them?

Postage courtesy of Be Smart. Be Well., 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

WATCH
CAPTIONED

What is it?

WATCH
CAPTIONED

CDC shared a link.
January 22

Talking about sexual health may not be a regular part of your doctor visit, but it should be. Check out this video <http://go.usa.gov/gkpk>

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 primary-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.

The image is a screenshot of the 'Prescription and Over-the-Counter Drug Guide' website. At the top, it says 'PRESCRIPTION AND OVER-THE-COUNTER DRUG GUIDE' in large yellow letters. Below that, it says 'A parent's guide to the legal drugs kids are using and abusing'. There are social media icons for Like, Tweet, and Email. Below that, it says 'DEVELOPED BY THE PARTNERSHIP AT DRUGFREE.ORG'. The main heading is 'What's in your medicine cabinet?'. Below that, it says 'Vike, Dance Fever, French Fries. These are nicknames for common prescription drugs – drugs that teens are abusing more and more, often with serious consequences. Click on a drug to find out what they do, why they're dangerous and the street names kids use to describe them.' There are five drug categories: 'Painkillers - may be prescribed for pain'. The first row shows three drugs: 'AC/DC' Codeine, 'Dance Fever' Fentanyl, and 'Miss Emma' Morphine. The second row shows two drugs: 'Oxy' Oxycodone HCL and 'Vike' Hydrocodone bitartrate with acetaminophen.



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

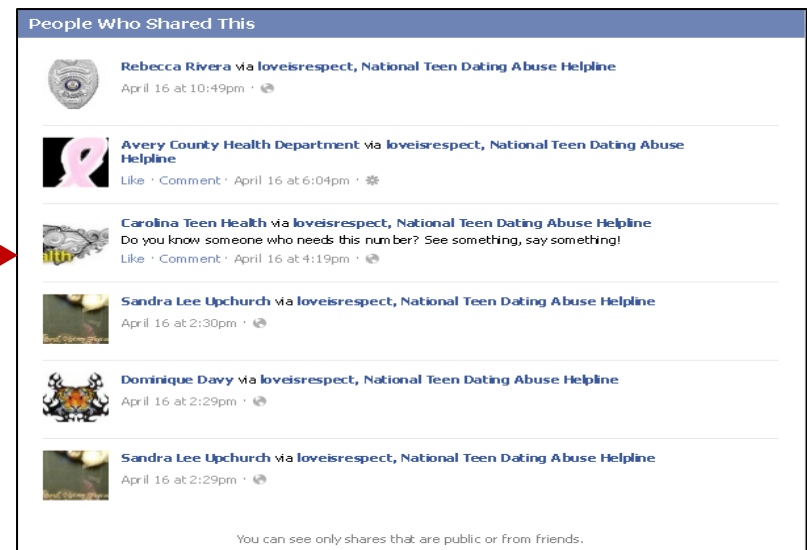
The Partnership at Drugfree.org's 2011 Annual Report with mention of Be Smart. Be Well

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.



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”

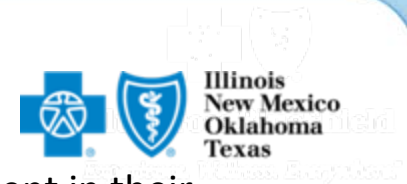
2011

- 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:

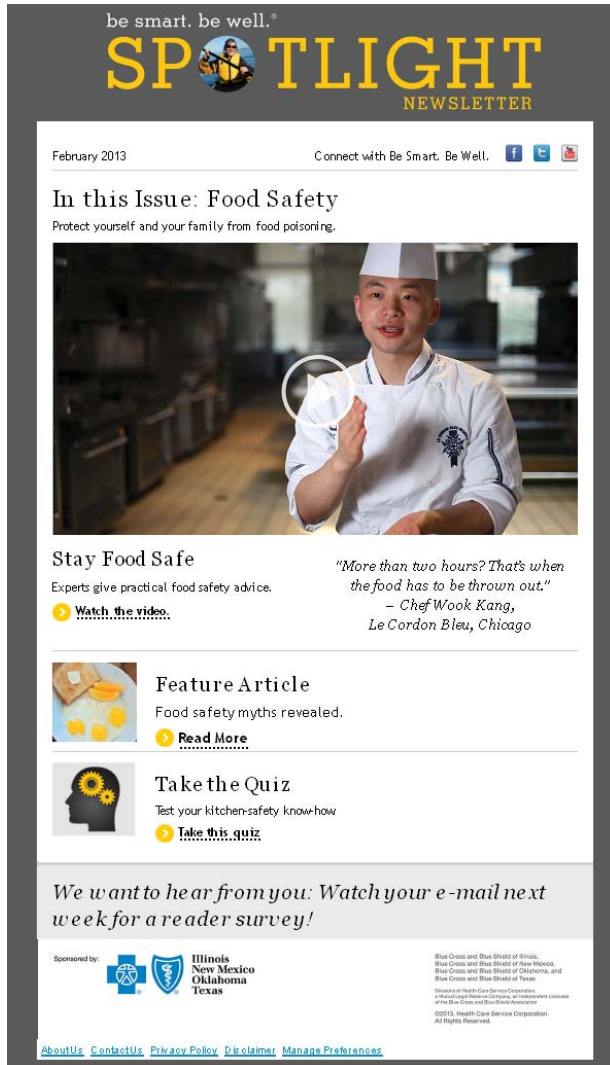
By Association:

- 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 Heath – Hampton Health District

Engagement Opportunities



- *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**

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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

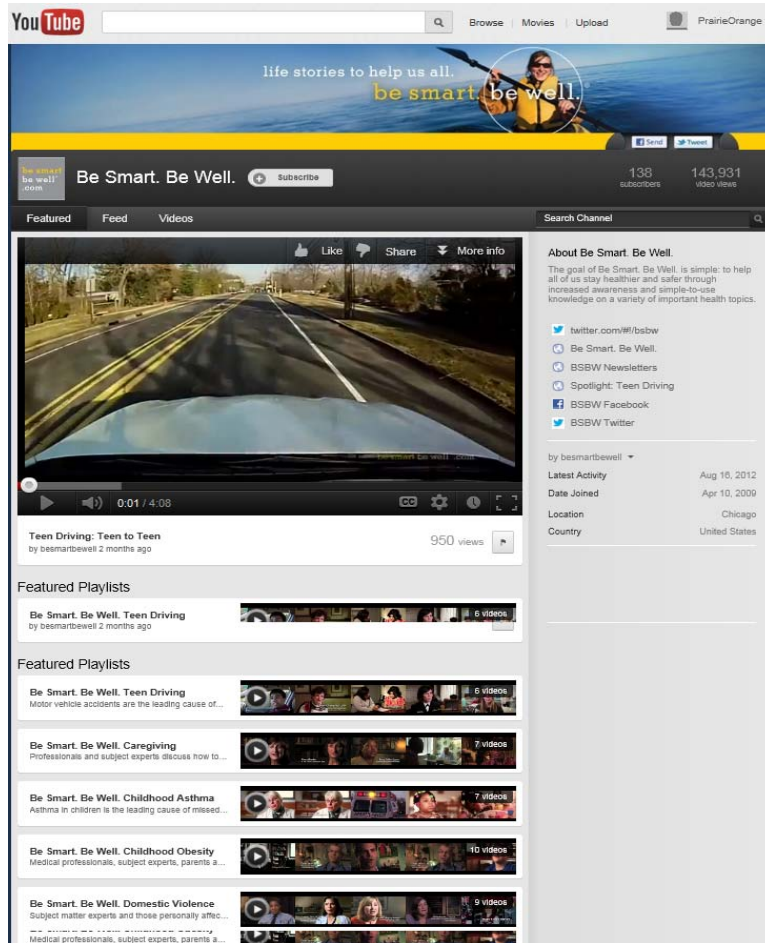
- Facebook is integrated into every topic promotion to reach and engage more with BSBW's target audiences of teens, young adults, and parents.



Engagement Opportunities for Members



BSBW on YouTube | 272,467 Video Views



- 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

- 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 *Blue*365 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.

The image displays two screenshots of the Blue365 website. The top screenshot shows the registration form with fields for Name (first and last), Email, New Password, Confirm Password, ID Card Prefix, ZIP Code, Birth Year, Gender, and Preferred Categories. A sidebar on the right lists Member Benefits, including exclusive deals and savings. The bottom screenshot shows an email activation page with a heading "Thank you for registering with Blue365! Check your email to activate your account." and instructions on how to activate the account via email or a link in the email. Below the instructions is an activation code field and an "ACTIVATE" button.

* URL is case sensitive.

Blue365®



Home > All Deals

Browse All Deals

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

1 FITNESS

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

[View All Fitness offers](#)

11 HEALTHY EATING

Resources that make eating right too easy to do. Start saving on all you need to stay healthy.

[View All Healthy Eating offers](#)

PERSONAL CARE

The essentials for keeping your precious ones safe and helping your little ones to thrive.

[View All Personal Care offers](#)

WELLNESS

Working it easier to reach a healthier you.

[View All Wellness offers](#)

Featuring deals on:

- Fitness
- Healthy Eating
- Personal Care
- Wellness

Home > All Deals > Personal Care > Hearing

TRUHEARING

Accounts on Hearing aids

[View All TruHearing offers](#)

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 [TruHearing.com](#).

The Details

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 [TruHearing.com](#).

How It Works

Get started with Blue365 today! Here's how it works:

1. Sign up for Blue365. It's free!
2. Browse deals on fitness, healthy eating, personal care, and wellness.
3. Click on a deal to see details and claim it.
4. Receive your reward!

Frequently Asked Questions

Blue Cross and Blue Shield Companies?

Blue365 is a joint venture between Blue Cross and Blue Shield of California, Blue Cross of New Mexico, Blue Cross of Oklahoma, and Blue Cross of Texas.

How do I claim a reward?

Click on the "Claim Reward" button next to the deal you want to claim. You will be redirected to the merchant's website to complete the transaction.

Can I claim a reward if I'm not a member?

No, you must be a member to claim a reward.

Can I claim a reward if I'm not a resident of the state?

No, you must be a resident of the state to claim a reward.

Can I claim a reward if I'm not a U.S. citizen?

No, you must be a U.S. citizen to claim a reward.

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

My Account

Name:

Email:

New Password:

Confirm Password:

ID Card Prefix:

ZIP Code:

Birth Year:

Gender: ☒ Male ☐ Female

Preferred Categories: ☐ Experiences ☐ Healthy Eating ☐ Personal Care ☐ Fitness ☐ Living ☐ Work

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

¡Te contamos cómo funciona Blue365! ¿Te interesa? ¡Mira este video!

Preguntas Frecuentes

¿Qué es Blue365?

Blue365 es una plataforma de ofertas y descuentos que te permite ahorrar en productos y servicios que necesitas para tu vida diaria.

¿Cómo funciona?

Selecciona una oferta que te interese, haz clic en "Reclamar" y sigue las instrucciones para obtener tu recompensa.

¿Qué tipos de ofertas hay?

Hay ofertas de fitness, alimentación saludable, cuidado personal y bienestar.

¿Cómo puedo ganar recompensas?

Al compartir ofertas con tus amigos y familiares, puedes ganar recompensas que puedes usar para comprar más ofertas.

¿Puedo ganar recompensas si no soy miembro?

No, debes ser miembro de Blue365 para poder ganar recompensas.

¿Puedo ganar recompensas si no soy residente de los Estados Unidos?

No, debes ser residente de los Estados Unidos para poder ganar recompensas.

¿Puedo ganar recompensas si no soy ciudadano de los Estados Unidos?

No, debes ser ciudadano de los Estados Unidos para poder ganar recompensas.

Incluye a tu empresa

¿Quieres que tu empresa participe en Blue365?

¡Sí! Contáctanos en [blue365.com](#) para aprender cómo participar.

Look for Blue365 on Blue Access[®]



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

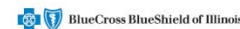
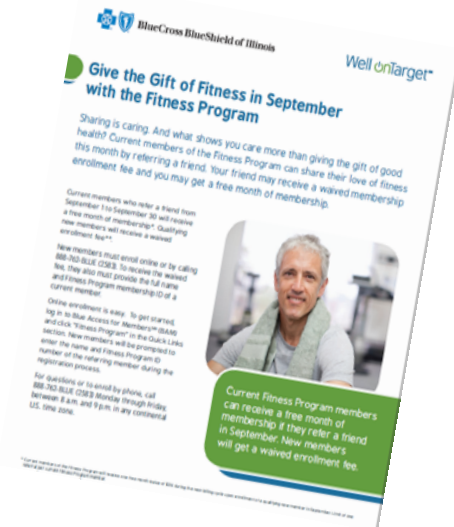


Well onTargetSM Fitness Program

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*



Well onTargetSM

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 bcbail.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.

