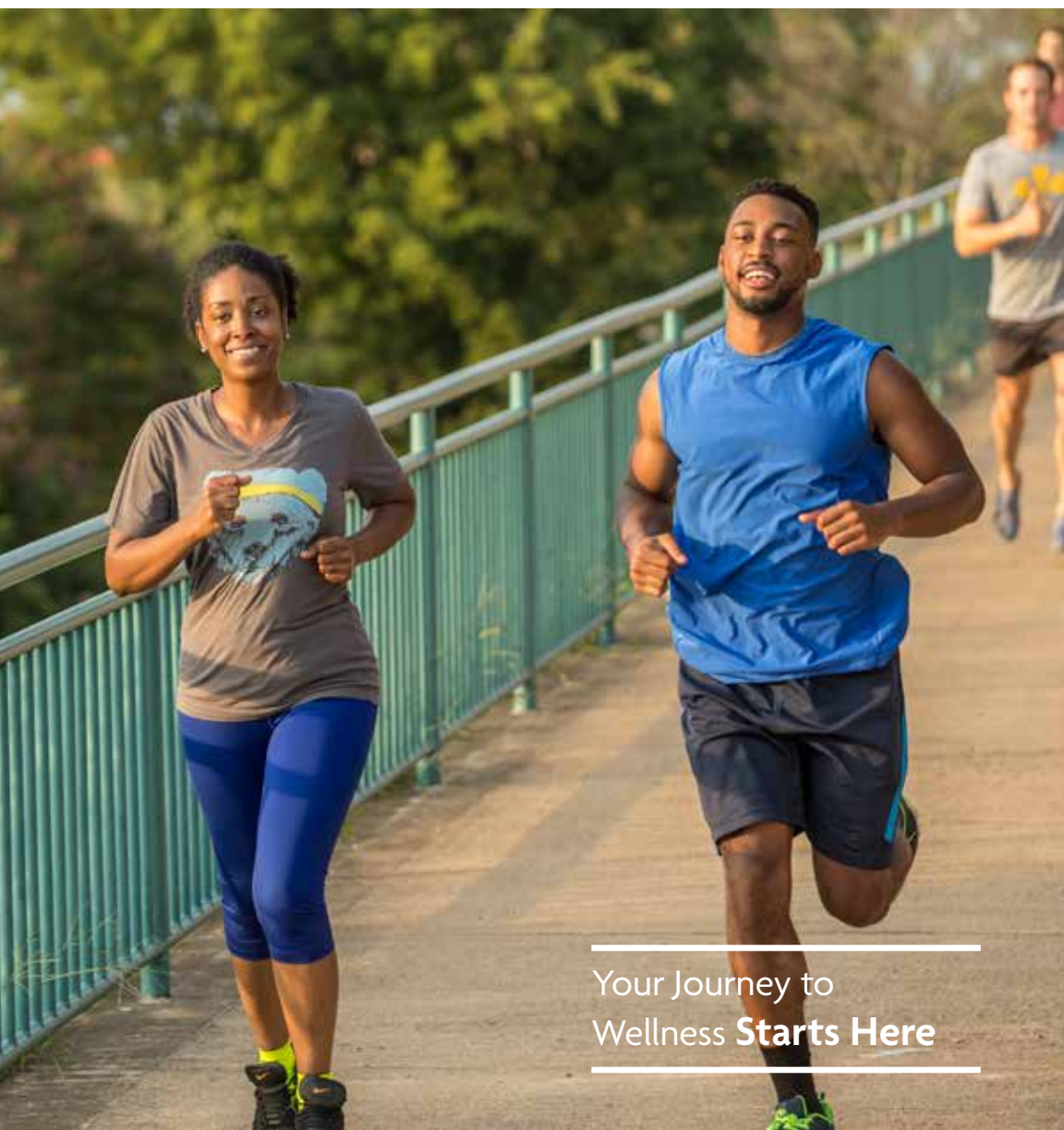




BlueHealth Rewards<sup>SM</sup>  
YOUR MEMBER GUIDE



---

Your Journey to  
Wellness **Starts Here**

---



## The Rewards of Healthier Living

The City of Memphis and BlueCross BlueShield of Tennessee support you and your goal to get healthier. BlueHealth Rewards is the incentive program that's going to help you do that. Participation is easy and the program rewards you for your efforts.

The idea behind BlueHealth Rewards is simple. Take part in healthy activities and programs that interest you, and earn rewards as a result. Your first step on your journey to wellness is to register on BlueAccess<sup>SM</sup> at [bcbst.com/memphistn](http://bcbst.com/memphistn).

This gives you access to your Member Wellness Portal, where you can complete your Personal Health Assessment and find out more about your biometric screening options. BlueAccess also directs you to the My BlueHealth Rewards<sup>SM</sup> portal, where you can track your activity.

Good health is yours for the taking and BlueHealth Rewards wants to help you succeed.

## Build a Program that Suits Your Lifestyle

BlueHealth Rewards is unique in that it lets you create a wellness program tailored specifically to your needs. You're more likely to stick with it and, ultimately, meet your health goals if you select topics and participate in events that interest you.

There are activities and programs available and they all add up to rewards for you. Get started by logging in to the My BlueHealth Rewards portal and follow that up with your annual preventive exam and Personal Health Assessment, and you're on your way to earning rewards. Additional wellness activities are on page 4.

Participating in BlueHealth Rewards is an easy way to commit to living a healthier life. The bonus is that not only do you get to take advantage of tangible rewards, you'll also enjoy the benefits that come with overall good health.

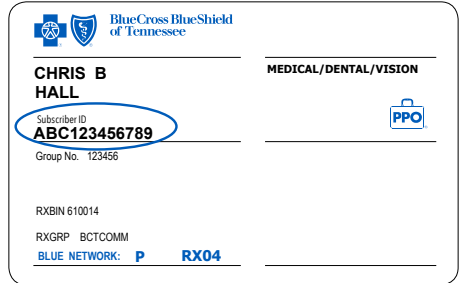
# Take the First Step

Now that you're on the path to a healthier life, it's time to explore your options in the My BlueHealth Rewards portal. You can also find information on how to request an alternate activity if you have a medical condition that prevents you from completing the activities in your program.

To get to the portal, use your **Subscriber ID to register or log in to BlueAccess at [bcbst.com/memphistn](http://bcbst.com/memphistn)**. Your Subscriber ID is located on your BlueCross BlueShield of Tennessee ID card.

Then, simply follow these steps:

- Log on to BlueAccess from **[bcbst.com/memphistn](http://bcbst.com/memphistn)**.
- Select **My Health & Wellness**.
- Click on **My BlueHealth Rewards**.



To access the My BlueHealth Rewards portal from the myBlue TN<sup>SM</sup> app:

- Download the myBlue TN app.
- Use your BlueAccess login and password.
- Select **My Wellness** and then **My Rewards**.



To access the Member Wellness Portal with the AlwaysOn<sup>®</sup> mobile app:

- Download the AlwaysOn mobile app.
- Open the app and tap **New User Registration** at the bottom of the screen.
- Enter your first name, last name, date of birth and ZIP code. You'll be asked to review and verify your personal information.\*
- Create a username and password, then enter your phone number and email address, and accept the terms and conditions.
- Create a device PIN.

\*You may be asked to enter your Subscriber ID and Group Number.

# Earning Your BlueHealth Rewards

Everyone approaches their health differently, and the City of Memphis and BlueCross understand that. That’s why your BlueHealth Rewards program can be tailored specifically to your needs. Whether you’re a lifelong athlete or simply interested in making healthier life choices, you can still earn rewards.

To help you along the way, we’ve provided this comprehensive list of your incentive activities and programs, as well as the rewards you can earn for participating. **Please note, you must complete all wellness activities by Sept. 30, 2018.**

WELLNESS ACTIVITIES	REWARD	
Complete any of these activities to earn your incentive.	SELECT	CHOICE
<b>1. Personal Health Assessment (PHA)</b> <ul style="list-style-type: none"> <li>▪ Log in to BlueAccess on <a href="http://bcbst.com/memphistn">bcbst.com/memphistn</a>.</li> <li>▪ Choose <b>My Health &amp; Wellness</b>.</li> <li>▪ Click <b>Member Wellness Portal</b>.</li> <li>▪ Select <b>Get Started</b>.</li> </ul>	\$250 Employee \$125 Spouse	\$50 Employee \$25 Spouse
<b>2. Biometric Screening</b> (at a city event or your doctor’s office)	\$250 Employee \$125 Spouse	\$50 Employee \$25 Spouse
<b>3. Annual Wellness or Well Woman Exam</b>	\$250 Employee \$125 Spouse	\$50 Employee \$25 Spouse
<b>4. YOUR CHOICE – PICK ONE OF THE FOLLOWING ACTIVITIES TO COMPLETE:</b>		
<b>Lifestyle Health Coaching</b> (4 sessions via phone or text) Contact a coach at 1-866-498-9806. <b>OR</b> <b>Chronic Care Management</b> (1 or more sessions via phone with a care manager) For more information, call 1-800-818-8581. <b>OR</b> <b>Move to Earn: 1 million steps</b> (sync your device or app with the Member Wellness Portal to help you take about 4,000 steps a day)	\$250 Employee \$125 Spouse	\$50 Employee \$25 Spouse
<b>Total Possible</b>	<b>\$1,000 Employee \$500 Spouse</b>	<b>\$200 Employee \$100 Spouse</b>

# Integrate Wellness Into Your Life

## Blue365® Member Discounts

With our exclusive Blue365 discount program, great deals are yours for every aspect of your life – like 20 percent off at Reebok.com, discounted products through Jenny Craig, or a gym membership for only \$29 a month. You can also log in to the myBlue TN mobile app to save with national brands and get discounts from local companies here in Tennessee. Opt in to our weekly Blue365 email to find out more. Every week, we'll send a special deal straight to your email inbox.



Fitness Your Way™ is our flexible, low-cost fitness program that can help you live a healthier life. Available exclusively for you and your covered dependents (age 18 and older), Fitness Your Way provides:

- Unlimited access — The nationwide network includes more than 10,000 participating fitness locations.
- Affordability — One-time enrollment fee of \$29 and a \$29 monthly membership fee per member.
- Flexible membership — No long-term contract is required – only a three-month initial commitment and unlimited use of any facility within the network.
- Online convenience — You can easily find fitness centers, enroll and manage your activity online.

## Take advantage of your Blue365 discounts and sign up for Fitness Your Way today:

Visit [bcbst.com/memphistn](http://bcbst.com/memphistn) and log in to BlueAccess.

Click **My Health & Wellness**.

Select **Member Discounts & Fitness Your Way**.

Click **Fitness Your Way**.

Select **View Details** then **Redeem Now**.

From there you can find fitness center locations, enroll and create a Fitness Your Way account.

Or call 1-888-242-2060, Monday through Friday, 8 a.m. – 8 p.m. ET, to find participating facilities and enroll today

To find out more about your plan's incentives and rewards or your terms and conditions, you can also call us at 1-844-269-2583 (844-2MYBLUE) or email us at [help@bluehealthrewards.com](mailto:help@bluehealthrewards.com).

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-565-9140 (TTY: 1-800-848-0298).

ملحوظة: إذا كنت تتحدث اذكر اللغة، فإن خدمات المساعدة اللغوية تتوافر لك بالمجان. اتصل برقم 1-800-565-9140 (رقم هاتف الصم واليكم: 1-800-848-0298).

注意：如果您使用繁體中文，您可以免費獲得語言援助服務。請致電 1-800-565-9140 (TTY:1-800-848-0298)。

CHÚ Ý: Nếu bạn nói Tiếng Việt, có các dịch vụ hỗ trợ ngôn ngữ miễn phí dành cho bạn. Gọi số 1-800-565-9140 (TTY:1-800-848-0298).

주의: 한국어를 사용하시는 경우, 언어 지원 서비스를 무료로 이용하실 수 있습니다. 1-800-565-9140 (TTY: 1-800-848-0298) 번으로 전화해 주십시오.

ATTENTION : Si vous parlez français, des services d'aide linguistique vous sont proposés gratuitement. Appelez le 1-800-565-9140 (ATS : 1-800-848-0298).

ໂປດຊາບ: ຖ້າ ທ່ານ ນຳ ການ ດຳ ພາ ສາ ລານ ການ ນຳ ການ ລຳ ອຍ ຕາ ອຳ ການ ລາ ນາ ສາ, ໂດຍ ບໍ່ ຈ່າ ຈຳ ນວນ ມາ ພາ ອາ ທາ ທາ ທາ ທາ 1-800-565-9140 (TTY: 1-800-848-0298).

ማስታወሻ: የሚናገሩት ቋንቋ አማርኛ ከሆነ የትርጉም እርዳታ ድርጅቶቻችን በነጻ ሊያግዝዎት ተዘጋጅተዋል። ወደ ሚከተለው ቁጥር ይደውሉ 1-800-565-9140 (መስማት ለተሳናቸው: 1-800-848-0298)።

ACHTUNG: Wenn Sie Deutsch sprechen, stehen Ihnen kostenlos sprachliche Hilfsdienstleistungen zur Verfügung. Rufnummer: 1-800-565-9140 (TTY: 1-800-848-0298).

सुचना: जो तमो गुजराती बोवता छो, तो नःशुक्क भाषा सहाय सेवाओ तमारा माटे उपलब्ध छे. झोन करी 1-800-565-9140 (TTY:1-800-848-0298)

注意事項：日本語を話される場合、無料の言語支援をご利用いただけます。1-800-565-9140 (TTY:1-800-848-0298) まで、お電話にてご連絡ください。

PAUNAWA: Kung nagsasalita ka ng Tagalog, maaari kang gumamit ng mga serbisyo ng tulong sa wika nang walang bayad. Tumawag sa 1-800-565-9140 (TTY:1-800-848-0298).

ध्यान दें: यदि आप हिंदी बोलते हैं तो आपके लिए मुफ्त में भाषा सहायता सेवाएं उपलब्ध हैं। 1-800-565-9140 (TTY:1-800-848-0298) पर कॉल करें।

ВНИМАНИЕ: Если вы говорите на русском языке, то вам доступны бесплатные услуги перевода. Звоните 1-800-565-9140 (телетайп: 1-800-848-0298).

توجه: اگر به زبان فارسی گفتگو می کنید، تسهیلات زبانی بصورت رایگان برای شما فراهم می باشد. با توجه به زبان فارسی گفتگو می کنید، تسهیلات زبانی بصورت رایگان برای شما فراهم می باشد. تماس بگیرید. 1-800-565-9140 (TTY:1-800-848-0298)

ATANSYON: Si w pale Kreyòl Ayisyen, gen sèvis èd pou lang ki disponib gratis pou ou. Rele 1-800-565-9140 (TTY: 1-800-848-0298).

UWAGA: Jeżeli mówisz po polsku, możesz skorzystać z bezpłatnej pomocy językowej. Zadzwoń pod numer 1-800-565-9140 (TTY: 1-800-848-0298).

ATENÇÃO: Se fala português, encontram-se disponíveis serviços linguísticos, grátis. Ligue para 1-800-565-9140 (TTY: 1-800-848-0298).

ATTENZIONE: In caso la lingua parlata sia l'italiano, sono disponibili servizi di assistenza linguistica gratuiti. Chiamare il numero 1-800-565-9140 (TTY: 1-800-848-0298).

Díí baa akó nínízin: Díí saad bee yáníłti'go Diné Bizaad, saad bee áká'ánída'áwo'déé', t'áá jiik'eh, éí ná hólq, kojł' hódííłnih 1-800-565-9140 (TTY: 1-800-848-0298).

BlueCross BlueShield of Tennessee (BlueCross) complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability or sex. BlueCross does not exclude people or treat them differently because of race, color, national origin, age, disability or sex.

BlueCross:

- Provides free aids and services to people with disabilities to communicate effectively with us, such as: (1) qualified interpreters and (2) written information in other formats, such as large print, audio and accessible electronic formats.
- Provides free language services to people whose primary language is not English, such as: (1) qualified interpreters and (2) written information in other languages.

If you need these services, contact a consumer advisor at the number on the back of your Member ID card or call 1-800-565-9140 (TTY: 1-800-848-0298 or 711).

If you believe that BlueCross has failed to provide these services or discriminated in another way on the basis of race, color, national origin, age, disability or sex, you can file a grievance (“Nondiscrimination Grievance”). For help with preparing and submitting your Nondiscrimination Grievance, contact a consumer advisor at the number on the back of your Member ID card or call 1-800-565-9140 (TTY: 1-800-848-0298 or 711). They can provide you with the appropriate form to use in submitting a Nondiscrimination Grievance. You can file a Nondiscrimination Grievance in person or by mail, fax or email. Address your Nondiscrimination Grievance to: Nondiscrimination Compliance Coordinator; c/o Manager, Operations, Member Benefits Administration; 1 Cameron Hill Circle, Suite 0019, Chattanooga, TN 37402-0019; (423) 591-9208 (fax); Nondiscrimination\_OfficeGM@bcbst.com (email).

You can also file a civil rights complaint with the U.S. Department of Health and Human Services, Office for Civil Rights, electronically through the Office for Civil Rights Complaint Portal, available at <https://ocrportal.hhs.gov/ocr/portal/lobby.jsf>, or by mail or phone at: U.S. Department of Health and Human Services, 200 Independence Avenue SW., Room 509F, HHH Building, Washington, DC 20201, 1-800-368-1019, 800-537-7697 (TDD). Complaint forms are available at <http://www.hhs.gov/ocr/office/file/index.html>.

BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the BlueCross BlueShield Association.

Tivity Health, Inc. is an independent vendor that provides solutions to improve health and well-being. Tivity Health and Fitness Your Way are registered trademarks or trademarks of Tivity Health, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. © 2018 Tivity Health, Inc. All rights reserved.



**of Tennessee**

1 Cameron Hill Circle

Chattanooga, TN 37402

PRSR1 STD  
US POSTAGE  
PAID  
BLUECROSS BLUESHIELD  
OF TENNESSEE



**BlueHealth Rewards**