

## Rewards Program

### Blue Points- Earn prizes for taking an active role in your health!

#### Be active

Physical activity and lifestyle changes can greatly reduce the risk of cancer, heart disease, diabetes and other health conditions. That's why we created Blue Points, our physical activity and wellness incentive program available exclusively for members.<sup>1</sup> Our Blue Points program gives you an easy way to track your physical activities and participation in wellness activities – and rewards you with great prizes!

#### Earn Points

Just 30 minutes a day of physical activity or participation in wellness activities earns you prizes like electronics, sports equipment, clothing and more!

Work in the yard, play golf, walk the dog. Just keep moving with Blue Points. You can also earn points for participating in specific Online Healthy Living Programs and completing wellness activities like understanding your healthy cholesterol and Body Mass Index (BMI) levels.

#### Get Free Prizes

All you have to do is record your activities in your Blue Points Activity Log. At least 30 minutes or more of physical activity a day or participation in a specific wellness activity earns you 10 points for that day.<sup>2</sup> Earn 250 points and select a prize from the first Blue Points prize level. There are four levels in all – B, L, U and E – each with great prize options. And, there are also special prizes for kids ages 6 – 12 through Blue Points for Kids.<sup>3</sup>

For more information on Blue Points or Blue Points for Kids, call toll free **1-888-705-7050** or visit [bcbsnc.com](http://bcbsnc.com).

1 Blue Cross and Blue Shield of North Carolina (BCBSNC) reserves the right to discontinue or change this program at any time. BCBSNC provides this program for your convenience and is not liable in any way for the goods or services received. Decisions regarding your care should be made with the advice of your doctor. Due to specific contracts, selected programs will not be participating in Blue Points at this time. Contact your benefits administrator or BCBSNC Customer Service to determine your eligibility. 2 Participants in Blue Points or Blue Points for Kids can record only 10 points a day for either 30 minutes of physical activity or for participating in a specific wellness activity, but not for both on the same day. Only specific wellness activities qualify at this time. 3 Children ages 6-12 may participate in Blue Points for Kids, but must be registered by a parent or guardian. An independent licensee of the Blue Cross and Blue Shield Association. ®, SM marks of the Blue Cross and Blue Shield Association. SM 1 Mark of Blue Cross Blue Shield of North Carolina.

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