

# Make Your Fitness Program Membership Work for You!

Fitness can be easy, fun and affordable. Well onTarget makes it possible with the Fitness Program.

Available exclusively to members and their covered dependents (age 18 and older), the Fitness Program provides:

- Flexible membership, no long-term contract required. Enroll for a one-time fee of \$25 and \$25 per member per month.\*
- Unlimited access to a nationwide network of more than 8,000 participating fitness centers.
- Online fitness center locator and views of your fitness center visits online.
- Easy online enrollment; automatic monthly payment withdrawal.
- Access to discounts through a nationwide Complementary and Alternative Medicine (CAM) network of 40,000 health and well-being providers such as massage therapists, personal trainers and nutrition counselors.

#### Are you ready for fitness?

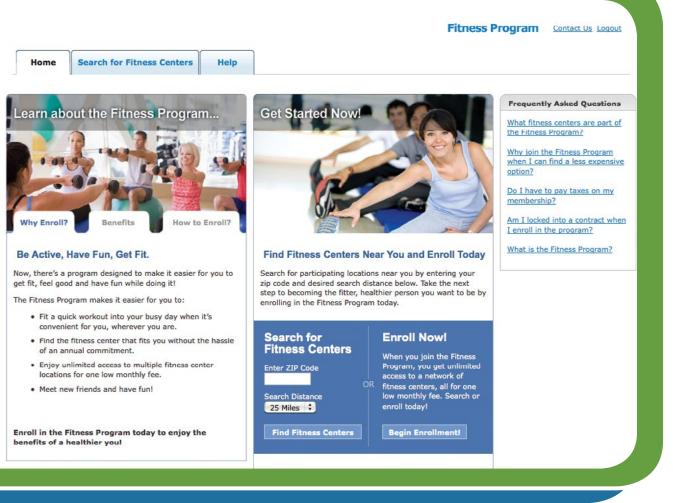
Enroll today online by logging in to Blue Access for Members<sup>SM</sup> (BAM) at bcbstx.com. Prefer to sign up by phone? Call 888-762-BLUE (2583) toll-free, Monday through Friday, 8 a.m. – 9 p.m., in any continental U.S. time zone.



The Fitness Program opens the door to a network of more than 8,000 fitness centers for only \$25 per month!

## bcbstx.com

Blue Cross and Blue Shield of Texas, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company (HCSC), an Independent Licensee of the Blue Cross and Blue Shield Association



#### It's easy to sign up.

- 1. Go to bcbstx.com and log in to BAM.
- 2. Under Quick Links, choose Fitness Program. On this page you can enroll, search for fitness centers near you by zip code and learn more about the program.
- **3. Click Begin Enrollment**, then search and select the fitness center that is best for you. Remember, you can visit any participating fitness center after you sign up.
- Verify your personal information and method of payment. Print your temporary Fitness Program membership card. You will receive your official card by mail in a few weeks.
- 5. Visit a facility today!

Make new friends, take a class and try something new! Join the Fitness Program today. Log in to Blue Access for Members or call 888-762-BLUE (2583) toll-free, Monday through Friday, 8 a.m. – 9 p.m., in any continental U.S. time zone.

## bcbstx.com

The Fitness Program is provided by Healthways, Inc., an independent contractor which administers the Prime Network of fitness centers. The Prime Network is made up of independently-owned and managed fitness centers.

<sup>\*</sup> The one-time enrollment fee and monthly membership fee for the Fitness Program are both subject to applicable taxes.