

Make a point of improving  
your health ...



## The Personal Health Manager offers Blue Points<sup>SM</sup> rewards program!

Health information has its strong points, especially when you use the **Personal Health Manager** features through Blue Access® for Members. Whenever you track your fitness workout, report a meal or use any other tools within the **For Your Health** section, you and your eligible family members can earn Blue Points to redeem for a variety of rewards, including:

- Gift cards to well-known retailers
- Popular electronics
- Exercise equipment
- Heart-rate monitors
- An elliptical machine

The higher the number of points, the greater the value of the rewards. So make sure you visit **For Your Health** at the **Personal Health Manager** often. It all points to good health.



**BlueCross BlueShield  
of Texas**

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