



BlueCross BlueShield of New Mexico



# New Member Special: Join the Fitness Program and Pay No Fee in February

**Beginning February 1, new members can join the Fitness Program and pay no enrollment fee.<sup>1</sup> Sign up by February 28 to get this great deal!**

The Fitness Program offers flexible options and access to a nationwide network of fitness locations.

Other features of the Fitness Program include:

- Online enrollment and tracking
- Automatic monthly payment withdrawal
- A choice of gym networks and studio classes to fit your budget and preferences.\*
- Mobile app with check-in and activity history
- BurnAlong: Access thousands of digital fitness videos, live classes and fitness programs at no extra cost.
- Complementary and Alternative Medicine (CAM) discounts through the WholeHealth Living Choices Program: Save money through a nationwide network of 40,000 health and well-being providers, such as acupuncturists, massage therapists and personal trainers. To take advantage of these discounts, register at [whlchoices.com](http://whlchoices.com).
- Weekly Blue Points<sup>SM</sup> for regular visits. You will earn 2,500 bonus points for joining the Fitness Program. Redeem points for apparel, books, electronics, health and personal care items, music and sporting goods.<sup>2</sup>

Well onTarget<sup>®</sup>

\*Studio class network and specialty gyms



## Reap the Rewards of Exercise

Regular physical activity is an essential part of healthy living. It can help you:

- Maintain a healthy weight
- Lower your blood pressure
- Manage stress
- Increase your stamina and strength
- Improve sleep
- Reduce your risk for several diseases
- Improve your overall health
- Boost your energy so you can go on family outings, play sports, dance, travel and engage in other activities that can make life more enjoyable

**"THIS PROGRAM IS AMAZING!  
I HEARD ABOUT IT FROM A COWORKER AND  
SIGNED UP IMMEDIATELY.  
IT ALLOWS ME TO VISIT THE GYM CLOSE  
TO MY HOME AS WELL AS ONE WITH  
A VARIETY OF EXERCISE  
CLASSES WITH MY FRIENDS. I BELIEVE  
THIS IS THE BEST PROGRAM  
OFFERED BY MY HEALTH PLAN!"**

**– MEMBER**

To enroll, log in to Blue Access for Members<sup>SM</sup> (BAM<sup>SM</sup>) at **bcbsnm.com** and search for the Fitness Program under **Quick Links**. You will need to enter the code **STARTINFEB** during enrollment to join for free before February 28. If you have any questions or prefer to enroll over the phone, call **888-762-BLUE (2583)** Monday through Friday, between 7 a.m. and 7 p.m., CT (6 a.m. and 6 p.m., MT).

<sup>1</sup> New members must enter the coupon code, STARTINFEB, to qualify for free enrollment until February 28, 2021. Members who do not use this coupon code will be charged the standard fee. After February 28, 2021, the regular enrollment fee will apply to all new memberships. Members, and their covered dependents, must be 18 or older to join the Fitness Program. Taxes may apply. This offer may not be combined with any other offers.

<sup>2</sup> Program Rules are subject to change without prior notice. See the Program Rules on the Well onTarget Member Wellness Portal for further information. Member agrees to comply with all applicable federal, state and local laws, including making all disclosures and paying all taxes with respect to their receipt of any reward. The Well onTarget member rewards redemption service is provided by an independent third party.

The Fitness Program is provided by Tivity Health<sup>TM</sup>, an independent contractor that administers the Prime Network of fitness centers. The Prime Network is made up of independently owned and operated fitness centers. Prime is a registered trademark of Tivity Health, Inc. Tivity Health is a trademark of Tivity Health, Inc.

BurnAlong is an independent company that has contracted with Blue Cross and Blue Shield of New Mexico to provide digital fitness activities for members with coverage through BCBSNM.

Blue Cross and Blue Shield of New Mexico makes no endorsement, representations or warranties regarding third-party vendors and the products and services offered by them.

Blue Cross<sup>®</sup>, Blue Shield<sup>®</sup> and the Cross and Shield Symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.

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