



# Make Your Fitness Program Membership *Work for You!*

Fitness can be easy, fun and affordable. Blue Cross and Blue Shield of Oklahoma (BCBSOK) makes it possible with the Fitness Program, another feature from [Blue Care Connection®](#).

Available exclusively to BCBSOK 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 participating fitness centers.
- **Online fitness center locator** and views of your fitness center visits online.
- **Blue Points<sup>SM\*\*</sup>** – earn up to 400 points per week. Redeem them for fitness and sports equipment, electronics, cookware and home goods, and much more.
- **Easy online enrollment**; automatic monthly payment withdrawal.

## Are you ready for fitness?

Visit [bcbsok.com](http://bcbsok.com) and log in to your [Blue Access for Members<sup>SM</sup> \(BAM\)](#) account. In Quick Links, choose Fitness Program. Use this link to search for participating locations and complete your enrollment. You can also enroll by calling 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 fitness centers for only \$25 per month! And you'll earn 2,500 bonus Blue Points for joining.



Take this card for a spin  
... a lift  
... or a stretch!



Make new friends, take a class,  
try something new!  
Join the Fitness Program today.

## Log in to BAM.

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Fitness Program. Or call  
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## Rewards beyond health and fitness

Regular exercise is an essential part of healthier living. It gives you energy to participate in family activities, sports, dance, travel and other everyday events that make life more enjoyable.

- Feel good about your commitment to a better you.
- Accomplish your fitness goals.
- Maintain healthy weight.
- Lower your blood pressure.
- Minimize stress.
- Reduce your risk for other health-related diseases.
- Boost your stamina and strength.
- Improve sleep.
- Improve your overall health.

\* The one-time enrollment fee and monthly membership fee for the Fitness Program are both subject to applicable taxes. This price is effective Jan. 1, 2012.

\*\* Please review the Blue Points Program Rules listed on the Personal Health Manager for complete information on the program. Program Rules are subject to change without prior notice.

The Fitness Program is a discount program available to Blue Cross and Blue Shield of Oklahoma (BCBSOK) members. This program is not covered under the member's health insurance benefit plan. Please refer to your benefit booklet or call the customer service number on the back of your ID card to find out if you are eligible to join the Fitness Program. Use of the Fitness Program does not affect your premium, nor do costs of Fitness Program services or products count toward any maximums and/or plan deductibles. Members are responsible for all fees, dues, taxes and other charges related to the Fitness Program. Refer to the program terms and conditions for further details.

BCBSOK does not guarantee or make any claims or recommendations regarding the services or products offered under the Fitness Program. You may want to consult with your physician prior to use of these services and products. BCBSOK reserves the right to discontinue or change this discount program at any time without notice.

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

[bcbsok.com](http://bcbsok.com)