



# 2026 Incentives Program

## Earn rewards for your healthy activities!

Healthy living is all about the choices you make. That's why McLane and Blue Cross and Blue Shield of Texas are working together to reward you and your covered spouse for taking important steps to improve your overall health.

Activity	Description	Gift Card Reward Amount	Annual Frequency (maximum allowed)
Annual physical	Get a routine annual physical	\$50	1

**Step 1:** You and your covered spouse must go to an in-network primary care provider for a preventive annual physical to earn a reward. The exam must be billed as "preventive annual physical" to get the incentive.

**Step 2:** Registration for Blue Access for Members<sup>SM</sup> at [bcbstx.com/member](https://bcbstx.com/member) is required to get the reward.

**Step 3:** Once registered, log in to BAM<sup>SM</sup> and select **Wellness** under the **My Health** drop down and click the **Well onTarget**<sup>®</sup> link. Earned rewards will be available for redemption 7 to 10 days after the claim is processed. Go to **Reward History** within Well onTarget to view and redeem rewards earned.

Rewards for activities completed in 2026 must be claimed by December 31, 2026.

**Have questions or want more information?** Just call the Customer Service number on your member ID card weekdays 8 a.m. to 6 p.m. CT.

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. Image(s) may have been created or enhanced using artificial intelligence tools.