



# CareFirst Broker Flash

**For Consumer Direct contracted brokers only.**  
**For additional information or supplies, please contact your Broker Sales Representative.**  
**(Not intended for distribution to groups and members)**

Date: December 20, 2017

Market: Consumer Direct

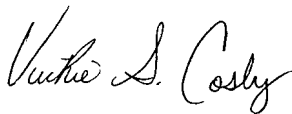
## 2018 Wellness Program Updates for Consumer Direct and Small Group

Starting January 1, 2018 upon renewal, we will consolidate wellness services to a single vendor partner, Healthways/Sharecare. As a result, Consumer Direct and 2-50 group members will have the following changes as they migrate from HealthFitness to Healthways/Sharecare:

- **A new online health assessment.** Members will notice the health assessment has a new look and feel. The health assessment will remain one of the steps necessary for members to earn their Blue Rewards. Once members take their health assessment, they will see a check mark in *My Account* noting they completed that step in real-time (there will no longer be a 24 to 48-hour delay).
- **A new tobacco cessation program.** Members currently enrolled in the HealthFitness QuitSmart tobacco cessation will be transitioned out of this program by December 31, 2017. Upon their renewal beginning January 1, 2018, they will have access to the QuitNet online tobacco cessation program after they complete the online health assessment.
- **An online financial well-being program will be available.** Members will have access to the Financial Well-Being program, powered by Dave Ramsey, once they finish the online health assessment. This program helps members with basic budgeting, investment strategies, savings and retirement planning through a variety of interactive resources.
- **The discontinuation of telephonic health coaching.** Members currently enrolled in health coaching with HealthFitness will be transitioned out of this service by December 31, 2017.

We do not anticipate these changes to cause measurable member disruption, as participation in these programs is very low.

If you have any questions, please contact your broker sales representative.



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