

For brokers, general producers and full-service producers

*Not intended for distribution to groups or members*

Date: February 7, 2019

Market: All

## Member Materials to Promote New Wellness and Incentive Program

New or renewing groups and members with January, February or March effective dates will have access to the new CareFirst BlueCross BlueShield and CareFirst BlueChoice, Inc. (CareFirst) wellness and incentive program beginning March 1. Others will gain access upon their renewal throughout 2019. As we close in on the March 1 launch date of the new program, we want to remind you of the available communications resources. You have access to a library of member-facing materials ranging from posters and emails to FAQs, all designed to help promote the program and its engaging and personalized resources.

The chart below contains a suggested timeline for sharing these resources with your accounts, if you haven't already. In some cases, we recommend the materials be distributed prior to launch/renewal date. For example, accounts gaining access to the program on March 1 may wish to begin promoting the program to their employees two weeks prior, during the week of February 18.

### How to Use Wellness and Incentive Member Materials

Member Materials	Sample	Description	Recommended timing for distribution
Open enrollment information		Wellness program and Blue Rewards program descriptions available for print on demand open enrollment books for 2019	During the account's open enrollment period Available on the Sales Ordering System
Posters		Promotes the program launch date with a variety of photo options. Recommend using all versions	At least 2 weeks before launch
Teaser email (Outlook template or content in Word)		New wellness program sneak peek/coming soon featuring Dr. Oz (co-founder of Sharecare)	At least 2 weeks before launch
Flier		Overview of wellness and incentive program to be posted on an intranet site, printed for use at events or sent as an email attachment	At least 2 weeks before launch or at open enrollment events

# How to Use Wellness and Incentive Member Materials



Member Materials	Sample	Description	Recommended timing for distribution
Welcome email (Outlook template or content in Word)		Welcome email encouraging members to start wellness activities to earn incentive	Release on the effective date
Reminder email (Outlook template or content in Word)		Email reminding members to complete the RealAge health assessment and explore their wellness program resources	Release 15-30 days after the effective date and as needed
Web page		Encourages members to visit carefirst.com/sharecare to register and get started with their new program	Members can register on or after their effective date
Member FAQs		Posted on the web page above as a resource for certain questions that may arise before registration.	Add to intranet or use as resource at any time

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Proprietary and Confidential 2

## Account communications

We have developed an [email you can share with your accounts](#) to inform them of these resources.

## Member materials

You can find the most recent versions of these materials on [CareFirst's broker portal](#). For some materials, like the wellness member flier and welcome email/message, there is a 'with incentives' version and an 'excludes incentives' version—please be sure you are using the correct version based on your account's wellness program. Employers can also access these materials on the [employer portal](#).

Additional materials will be available in March, such as a *Getting Started* flier, *Your Wellness Program Trackers* guide and several videos highlighting the wellness program's in-platform features.

## For more information

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