

## For brokers and producers only

Date: March 7, 2019

Market: All

## New Wellness and Incentive Program Launched on March 1

CareFirst BlueCross BlueShield and CareFirst BlueChoice, Inc. (CareFirst), in partnership with Sharecare, Inc., are excited to confirm the successful March 1 launch of our new, engaging wellness program. Integrating technology and real-time data, the new program provides members with greater awareness of their health status along with tailored resources and recommendations to help them improve it.

In preparation for the program rollout, and in response to feedback received during our wellness program pilot, we developed additional member communication materials to improve their experience and increase participation.

### Member communication materials

We created the following resources to help members get the most out of their new wellness program:

- [Getting Started flier](#) – guide to registering with Sharecare and completing the incentivized activities
- [Your Wellness Program Trackers flier](#) – step-by-step instructions for linking wearable devices to the program
- [Contact sheet](#) – contains contact information for questions about the program, listed by topic

In addition, we have six short videos explaining topics like challenges, RealAge®, trackers and more. You can find all these resources on the [broker portal](#). Videos can also be found by members on our wellness landing page [carefirst.com/sharecare](http://carefirst.com/sharecare). **Note:** Individual/Consumer Direct members are not eligible for Blue Rewards incentives.

### Account communications

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

### Broker training resources

We have self-directed, online training modules for the new Wellness and Blue Rewards program available for you post-login on the [broker portal](#), under the *Resources* tab, within *Training Materials* section.

### For more information

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