

## For brokers and producers only

Date: August 22, 2019

Market: **All Groups**

## Coming Soon—Scale Back Lifestyle Change Program

CareFirst is excited to announce the launch of Scale Back, a new lifestyle change program, for the group market. Available as part of our wellness program, Scale Back addresses the growing issue of diabetes in America.

CareFirst associates gained access to Scale Back on August 12, 2019 as part of a pilot. Groups that renew(ed) for 2019 prior to October 1, 2019 will have access starting October 1. Groups with renewal dates after October 1, will have access upon their renewal. This program is not available to the Consumer Direct/Individual market or student health plans.

As a reminder, our current weight management program, Innergy, will be discontinued on October 1, 2019.

### What is Scale Back?

Over 86 million Americans are at risk for developing type 2 diabetes, and many don't realize it. Modeled on a science-based diabetes prevention program developed by the Centers for Disease Control (CDC), Scale Back helps participants lose 5–10% of their body weight and significantly reduce their risk of developing type 2 diabetes and associated chronic diseases. The new, year-long program will include a digital weight scale that integrates with the Sharecare platform and online group video chat sessions.

The following resources will help members and accounts get the most out of their wellness program:

### Member communications

Prior to the transition from Innergy to Scale Back, current Innergy participants will be contacted by their weight management coach and/or through their Sharecare account. Depending on their situation, the coach will either recommend the member register for the Scale Back program or enroll in lifestyle coaching. Members who will not renew until after October 1, 2019 may wish to temporarily take advantage of lifestyle coaching until the Scale Back program is available to them.

- Member flier - detailed [information](#) about the Scale Back program

### Account communications

We have developed [FAQs](#) that you can reference during your discussions with your accounts to inform them of the new Scale Back program.

### For more information

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