

For brokers and producers only

Date: August 6, 2020

Markets: All Markets (excludes Medicare Supplement)

New SmartDollar Financial Well-Being Program

CareFirst is excited to announce the enhanced Dave Ramsey Financial Well-Being Program, SmartDollar, which launched on July 15, 2020 and is available **at no cost** to CareFirst members. SmartDollar is an online financial well-being program designed to help participants reach their financial goals through engaging video lessons, real-world tips and easy-to-use tools, as well as content from a team of best-selling authors and financial experts, including Dave Ramsey. Participants will continue to have access to Dave Ramsey's core lessons, the 7 Baby Steps and more, but now they'll receive a more robust experience to help create lasting behavior change.

To enroll in SmartDollar, members should log in to their Sharecare account or visit carefirst.com/sharecare to register with Sharecare. From the *Achieve* section, they'll select *Programs*, then *Financial Well-Being*.

New for participants:

- Seamless enrollment experience through Sharecare's platform including single sign-on (SSO)
- Personalized dashboard and emails with dynamic, relevant content
- Content from financial experts Dave Ramsey, Chris Hogan and Rachel Cruze on HSAs, student loans and more
- Fully integrated tools, like the EveryDollar Budget app, that help participants put what they've learned into action
- Ongoing member support

For the SmartDollar member flier, please visit the *Wellness* page under the *Resources* section of the broker portal.

For more information

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