

## For brokers and producers only

Date: December 23, 2021

**Markets: All**

### Blue Rewards Incentive Program Available to Individual/Consumer Direct

Starting January 1, 2022, the Blue Rewards incentive program, part of our wellness program administered by Sharecare, Inc., will be available to the individual/consumer direct market.

The individual market already has access to standard wellness offerings that are core to the medical plan. These offerings include the Sharecare platform and digital resources, as well as tobacco cessation and financial well-being programs. The individual market has not had access to the Blue Rewards incentive program to date.

The individual Blue Rewards program **differs from the program for fully insured groups**. As a reminder, the standard program for fully insured groups offers up to \$175 to members and their covered spouses/domestic partners who consent to receive wellness emails, take the RealAge® test, select a primary care provider (PCP), complete a health screening and retake RealAge.

The difference between the fully insured Blue Rewards program and the individual Blue Rewards program is that the \$25 reward for retaking RealAge is not included in the individual program.

Note: Self-insured groups must opt in to Blue Rewards and can customize their program. The Blue Rewards incentive program is not available to the Student Health Plan or Medicare Supplement or Advantage markets.

#### Activities and rewards for individual market

Individual members and their covered spouses/domestic partners can each earn up to \$150 by:

- Consenting to receive wellness emails and taking the RealAge test (\$50)
- Selecting a PCP and completing a health screening (\$100)

After the member completes one of the activities, they'll receive an incentive card in about 10-14 days that can be used toward, but limited to, their annual deductible or other out-of-pocket costs like copays or coinsurance related to eligible expenses (medical, prescription drug, dental and vision) under the CareFirst BlueCross BlueShield (CareFirst) health plan.

#### Blue Rewards flier

A [member flier](#) that reflects the activities and rewards for the individual market is now available on the Broker Portal, along with other wellness program resources.

#### For more information

If you need additional information, please contact your broker sales representative.