

Wellness Fact Sheet

CareFirst to Offer Enhanced Wellness Program in 2019

The main goals of our wellness program are to provide members with tools and resources to become aware of, and prevent, health problems before they begin; and to provide access to appropriate clinical programs and services for members with chronic or critical needs.

CareFirst BlueCross BlueShield (CareFirst) conducted a nationwide search to identify a vendor to enhance the delivery of, and engagement in, our wellness, disease management and incentive programs. We are pleased to announce the selection of Sharecare, whose proven digital capabilities will help us achieve these goals.

Though this partnership is new, the relationship is not. In 2016, Sharecare acquired Healthways, the disease management company that has provided CareFirst with local nursing staff to support our clinical programs—including the Patient-Centered Medical Home program—plus coaching and other services. Sharecare brings a wealth of digital resources that will help us better identify, track and engage members in our wellness services.

Upon renewal in 2019, CareFirst will offer members an upgraded experience and a more holistic view of their health via their mobile device, reflecting the future of health care. This is critical to providing personalized information that will help members make more informed decisions, as well as enable us to deliver meaningful incentives that encourage their participation and inspire them to make behavior changes.

We will provide more information and updates as we implement this wellness solution, which is exclusive to CareFirst members.

Talking Points for Sales to use with accounts and brokers

- Following a nationwide search, we are pleased to announce the selection of Sharecare to assist in the enhanced delivery of engaging wellness, disease management and incentive programs that meet our members wherever they are on their health continuum.
- As a result, CareFirst has signed a four-year contract with Sharecare, a leading digital health company.
- CareFirst will deliver a personalized wellness experience to members through a digital Wellness and Disease Management platform available starting in 2019 upon renewal. Enhancements include:
 - **Improved member awareness:** Members will have access to the RealAge assessment to learn their body's true age based on their current health status and behaviors. Understanding this number, compared to their actual age, helps to inspire changes and improve health.
 - **Fully integrated access to appropriate services:** Members interacting with the digital Wellness and Disease Management platform will have access to services that are appropriate based on their health status from connecting with a health coach, to receiving information about a relevant clinical program. All these connections can be made seamlessly and according to the member's preferences.

- **Market-leading technology:** A mobile app will connect members to resources in a way that best meets their needs. The app learns each member's communications preferences and will deliver wellness content based on this information as well as unique member attributes including age, gender, disease state, geographical location, socio-economic status and more. This ensures a personalized member experience, boosting engagement.
- **Ongoing member engagement:** Our wellness program will include recurring wellness activities to keep members engaged throughout the year. Examples include sleep and nutrition tracking; wellness coaching; health challenges and connections to care coordination programs.
- **Meaningful incentives:** The Blue Rewards program will continue to incentivize members to engage in healthy activities and the program will be accessed and integrated with the Wellness and Disease Management platform in 2019. Self-insured employers with 200 or more employees will have enhanced customization capabilities, including additional incentive types and activities.
- These wellness offerings will be available exclusively to CareFirst members and employer groups.
- We will provide more information and updates throughout 2018 as we implement the Wellness and Disease Management platform and enhance our wellness offerings in the market.