

# EAT RIGHT NOW

## Empowering people to change eating habits and lose weight—without dieting

At CareFirst BlueCross BlueShield (CareFirst), our programs are designed to support our members' overall well-being—physical, emotional, social and financial. And with CareFirst WellBeing<sup>SM</sup>, your employees can navigate it all through our personalized wellness portfolio.

With Eat Right Now, an evidence-based weight management and diabetes prevention program, your employees will learn how to 'break up' with dieting for good, and still lose and maintain a healthy weight—lowering their risk for chronic conditions like diabetes. This innovative program combines the latest research in cognitive neuroscience, habit change and mindfulness into a step-by-step program. Over the course of 28 days, participants reprogram their brains to gain personal insights and master mindfulness tools that lead to lasting changes for sustained weight loss.

### Key features

- Holistic approach addresses the mental and emotional side of eating and weight loss.
- Short, daily videos to understand the science behind overeating and how to change unhelpful eating patterns.
- Simple and specific mindfulness exercises that teach participants how to overcome cravings and build healthy eating habits.
- Moderated community for support from experts and to connect with others who are also on their well-being journey.
- An online community journal that helps participants collect, analyze and manage their progress.
- Weekly live coaching on a group video meeting led by program creator, Jud Brewer, MD, PhD and other experts.

# 45%

reduction in craving-related eating based on one clinical study, using Eat Right Now<sup>1</sup>

# \$15M+

funded for research and clinical trials to study the effectiveness of MindSciences' programs<sup>2</sup>

**Together, we can give your employees the tools they need to make a difference in their health.**

### For more information, contact your CareFirst account consultant.

<sup>1</sup> According to a 2017 study from University of California San Francisco, Journal of Behavioral Medicine, "Testing a mobile mindful eating intervention targeting craving-related eating: feasibility and proof of concept", September 16, 2017.

<sup>2</sup> Research funding from, but not limited to, the American Heart Association, NIH, National Cancer Institute and the National Institute on Drug Abuse for the MindSciences' programs conducted with over 3,000 clinical trial participants and tens of thousands of real world-users.

This well-being program is administered by Sharecare, Inc., an independent company that provides health improvement management services to CareFirst members. Sharecare, Inc. does not provide CareFirst BlueCross BlueShield products or services and is solely responsible for the health improvement management services it provides.

CareFirst BlueCross BlueShield is the shared business name of CareFirst of Maryland, Inc. and Group Hospitalization and Medical Services, Inc., which are independent licensees of the Blue Cross and Blue Shield Association. BLUE CROSS®, BLUE SHIELD® and the Cross and Shield Symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.