

RESULTS-DRIVEN PERSONAL HEALTH COACHING

CareFirst BlueCross BlueShield's personal health coaching program makes it easier than ever for your employees to achieve their personal best health.

Our personal health coaches are excited to work with your employees and provide the support, guidance and encouragement they need for real results, which can lead to better health outcomes for your employee population.

How does the coaching program work?

There are two coaching program options: lifestyle coaching or disease management coaching. Lifestyle coaching helps identify opportunities to improve participants' health and well-being in areas such as stress management and healthy eating. Disease management coaching aims to help participants with a chronic condition take charge of their symptoms, treatment and medications.

Both coaching programs are personalized, approachable and delivered through one-on-one calls. There is an easy-to-use portal where participants can:

- Find educational resources
- Schedule calls with their health coach
- Track appointments and more



To help engage your employees in the program, incentives can be tied to the completion of personal health coaching calls.



How is this program different from others?

Our personal health coaches:

- Identify behaviors that raise a participant's risk for chronic disease and encourage the participant to take realistic steps to decrease those risk factors
- Develop trust by working with the same individuals through multiple coaching sessions
- Guide the participant to overcome barriers and challenges
- Empower, inspire and support the individual to be the best version of themselves
- Focus on sustainable behavior change with the goal of a balanced, lifelong healthy lifestyle

To learn more about our personal health coaching program, please contact your CareFirst account consultant.

Don't settle for just any health coaches

Health coaching is a very personal and dynamic experience. Our coaches are all highly qualified and certified with a wide variety of skillsets and specializations, allowing us to tailor our coaching program to each employee.

Our team of coaches consists of:

- Registered Nurses
- Nutritionists and Dieticians
- Behavior Change Specialists
- Diabetes Professionals
- Certified Tobacco Cessation Specialists
- Personal Trainers/Exercise Physiologists

All our coaches are also Mental Health First Aid Certified. They are well-versed in behavioral health challenges, and, if applicable, can even connect participants with your Employee Assistance Program (EAP).

This coaching program is brought to you by Asset Health Inc. on behalf of your CareFirst WellBeing program. Asset Health is an independent company that provides whole-person health and wellness improvement services to CareFirst members. Asset Health does not provide CareFirst BlueCross BlueShield products or services and is solely responsible for the health improvement management services it provides.

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