



Challenges

Get the right healthy challenge for your employees

CareFirst WellBeingSM challenges aim to motivate and engage users on their personal health journeys. Through challenges, users have an avenue to address possible health obstacles such as physical activity, nutrition, stress, sleep, relationships and more. There are several types of challenges, outlined below, available to suit your company's specific needs.

Tracker challenges

Tracker challenges leverage the powerful tracker tools available within CareFirst WellBeing to get users focused on one health-related area at a time to gradually encourage better habits. Some of the tracker challenges available include steps, sleep, stress, green days, diet/nutrition, weight and relationships. To make tracking a breeze, CareFirst WellBeing offers both manual and automatic tracking, depending on the challenge specifics.



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Non-tracker challenges (self-attestation)

Instead of relying on daily tracking of healthy habits, non-tracker challenges ask users to self-attest to positive behaviors or activities. These are great for challenging your employees to things that aren't quantifiable through trackers such as healthy eating, gratitude, meditation, hydration and handwashing.

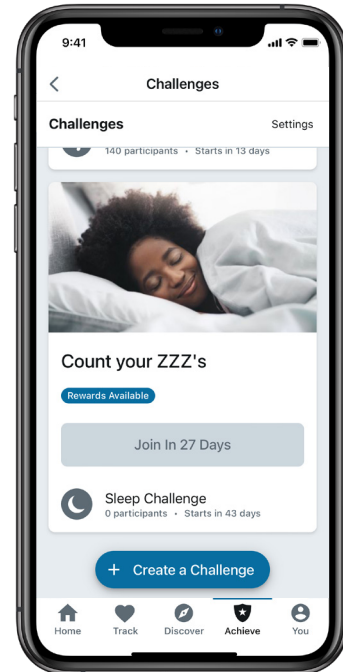
- These simple challenges encourage employees to develop better habits by asking them to pause daily and self-report if they've met the challenge goal for that day. It's an easy yes or no response. Each challenge can be customized to specific organizational needs, including challenge duration and description.

Team challenges

Team challenges bring in an element of healthy competition so that users can compete within their own team and against other teams inside the organization. Teams can either be defined by your organization or created by individual users. Any CareFirst WellBeing challenge, whether it be steps, green days, stress, sleep, nutrition or self-attestation, can be run as a team challenge. A team leaderboard shows users how each team is doing, as well as how they are doing within their own team. This fun modality helps users get engaged and encourages their peers to do the same.

- After logging in to CareFirst WellBeing and registering for a challenge, employees will have the option to search for, and join, an available team. Or, they can create a new team with name, description and an image from the WellBeing library. The creator of that new team can invite colleagues to join by searching for their names. Employees who have been invited to join a team will receive a system-generated email, which will prompt them to register or log in to their CareFirst WellBeing account and join the challenge.

To learn more, contact your CareFirst well-being consultant or account consultant.



Key features

- Daily push notifications that users opt in to for regular challenge reminders
- Customizable challenge durations, goals and rewards
- Ability to integrate Apple Health, Google Fit, Samsung Health and Fitbit data on tracker challenges
- Leaderboards to let users see how they stack up against other challenge participants

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.

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