

CareFirst WellBeing

A personalized, digital connection to a healthier life

CareFirst WellBeingSM connects your employees with solutions, tools and programs to manage every aspect of their well-being—from physical fitness and family relationships to stress management and financial health. Integrating technology and real-time data, the program also provides your employees with greater awareness of their health status and tailored resources to help them improve it.

Built into all our health plans with no additional administrative costs, the program offers your population exclusive features including:



RealAge[®] test: This unique online health assessment will help determine the physical age of an employee's body, compared to their calendar age.



Challenges: Offer a fun way to help support and motivate your employees to achieve their health goals.



Personalized content: Based on their well-being goals, motivation and interests, each individual receives customized tips, insights and tools.



Health Profile: Provides employees with easy access to the evolving story of their health including biometric information, lab results and medications, all in one place.



Trackers: The program enables syncing of wearable devices that monitor the daily habits influencing your employees' health like stress, sleep, steps, nutrition, biometric values and more.



Blue Rewards: Employees can earn incentives for taking steps to stay healthy like taking the RealAge test, selecting a primary care provider and completing a health screening.



Employees can download the CareFirst WellBeing app to access program tools and resources whenever and wherever they want.

Specialized programs

If your employees are looking for extra support for a health condition or to meet a specific goal like quitting tobacco, the program's focused resources can help.

Health coaching

Confidential, high-touch coaching focusing on lifestyle and/or disease management provides one-on-one support with a primary coach to foster a trusting, collaborative relationship that accelerates behavior change. Coaching sessions are customized for each participant, delivered with the frequency and through the channels they prefer, to encourage sustained engagement.

Weight management program

This program provides an individualized approach to long-term weight management through web-based tools and motivational resources that fits into each participant's lifestyle.

Tobacco cessation program

Participants receive supportive and encouraging communications based on their preferences and an online community and tools to make quitting even more successful.

Financial well-being

Whatever their financial goal, from saving for college to planning for retirement, individuals are empowered to take control of their finances by making small changes that add up to big results.

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

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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