Broker News

For brokers and producers only

Date: October 3, 2019
Market: All Groups

Scale Back Lifestyle Change Program Has Launched

As announced in the August 22 Broker News, CareFirst has launched Scale Back for the group market. This new lifestyle change program addresses the growing issue of diabetes in America. CareFirst associates gained access to Scale Back on August 12, 2019 as a pilot, while groups that renew(ed) for 2019 prior to October 1 gained access on October 1. Groups with renewal dates after October 1, will have access upon their renewal. This program is not available to the Consumer Direct/Individual market or student health plans.

For the latest Scale Back materials, including a member flier and pre-diabetes and lifestyle postcard mailers, please visit the 2019 Wellness and Blue Rewards page under the Group Resources section of the broker portal. These FAQs are available for you to reference when informing your accounts of the new program.

For more information

If you have any questions, please contact your broker sales representative.

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