

For brokers and producers only

Date: August 6, 2020

**Markets: All (except Medicare Supplement)**

## CareFirst Launches Diabetes Program Incentive Campaign

CareFirst, along with Onduo, a leading diabetes management company, launched our new Diabetes Virtual Care program earlier this year. As part of our ongoing efforts to increase program engagement, we are sending a second outreach campaign to encourage eligible members with type 2 diabetes to activate their Onduo account.

Members will receive the [emails and a mailer](#) and, once they activate their account, will be sent a \$20 Amazon gift card to use toward supplies needed to stay healthy. The campaign will run August 17 – 28, with gift card fulfillment in September.

The Diabetes Virtual Care program is offered at no cost to the member and includes:

- Blood glucose meter and unlimited test strips
- Personal health coach
- Access to a virtual clinic

### For more information

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