

For brokers and producers only

Date: September 15, 2022

Markets: All (except Medicare Supplement, Medicare Advantage)

Coming Soon: CareFirst Wellbeing

Currently, CareFirst BlueCross BlueShield and CareFirst BlueChoice, Inc., (CareFirst)—in partnership with Sharecare—offers a comprehensive Wellness and Disease Management program that's fully integrated with our Care Management and clinical programs.

To help drive engagement and improve the health and well-being of our members, we've again partnered with Sharecare to enhance and expand our Wellness and Disease Management program.

Together, we're launching an expanded and more cohesive program called CareFirst WellBeingSM. The new program will be completely CareFirst branded. It will no longer bear the Sharecare name or brand.

CareFirst WellBeing will allow us to deliver the same personalized, digital experience offered through Sharecare while also continuing to build a portfolio of easy-to-navigate, member-centric well-being solutions.

Effective January 1, 2023, all members (both fully and self-insured) will be transitioned to the new CareFirst WellBeing program. They'll be informed about how to transition their existing account in Q4 2022. They'll also receive in-platform prompts when they access the new program on or after January 1.

Email copy you may use to share these updates with your accounts is included below, along with email copy they can send to their employees.

The answers to some of the more frequently asked questions are provided below.

FAQs

Will members have to register for CareFirst WellBeing if they are already registered for Sharecare?

Yes. Members will be able to access the new program as of January 1, 2023, in three ways:

- Downloading the CareFirst WellBeing app from their favorite app store
- Visiting carefirst.com/wellbeing
- Through My Account

Previously registered members will be able to sign on to the new program using their Sharecare credentials. New or unregistered members can register either through the app or My Account.

When members convert to CareFirst WellBeing, all of their previous information is transported to the new platform. No data is lost or needs to be re-entered. Personalized features such as RealAge, custom content and progress toward goals are unchanged.

What happens to the member's Blue Rewards program on January 1, 2023?

For accounts with a January 1, 2023 Blue Rewards start date, the program will be available in the CareFirst WellBeing app on launch day. Members will be able to access their 2023 Blue Rewards program under the *Achieve* section of the CareFirst Wellbeing app. For accounts in the middle of an active reward program, all program details and incentive activities will be available in the CareFirst WellBeing app as of January 1, 2023. When a member transfers their account to the CareFirst WellBeing app, their active reward program will be available under the *Achieve* section and will sync with their earned rewards and available activities for the remainder of the program year.

Are any of the current Sharecare programs being eliminated?

Members will retain full access to the current platform, which includes the following features:

- Timeline
- Health profile
- Custom content
- Trackers
- Challenges
- Blue Rewards (if applicable)

Members also maintain access to other digital programs, including financial well-being, tobacco cessation and weight management.

CareFirst plans to continuously update improve the programs on the well-being platform, so some changes may occur in future.

Are there any changes to the Blue Rewards program?

Yes, there are changes for the small group and 51+ fully insured market for 2023. These include:

New for 2023:

- Members can now sign up for coaching based on their health status without special identification by CareFirst. They can also earn an additional \$200 by participating.
- The time frames for selecting a PCP/completing a health screening and taking the RealAge/consenting to receive wellness emails have changed. They've been extended from within 120 days of the effective or renewal date to 180 days.
- Members with a high-deductible health plan must reach their minimum plan deductible before being able to use the Blue Rewards medical expense debit card.

When will the CareFirst WellBeing, Blue Rewards and other program materials be updated?

All marketing materials will be updated to reflect the new program name and other updates as needed.

The initial communications updates are scheduled for mid-September. They will be available in the Brand Portal when complete. Web-based content, including custom microsites, will be updated over the coming months and will be available January 1, 2023.

Program-specific information like financial well-being, tobacco cessation, etc. will follow. Updates may occur through the beginning of Q1, 2023.

For more information

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

CareFirst WellBeing Launch Account Communication Content

Dear [Account Contact],

Health and wellness is intensely personal. It's a product of everything—large and small—that goes into making and living a life. It's constantly evolving. And it's different for everyone.

To help your employees find and maintain their own sense of well-being in an increasingly complicated world, CareFirst BlueCross BlueShield (CareFirst) is building a better wellness program. We're pleased to introduce CareFirst WellBeingSM—a personalized digital connection to their healthiest lives.

Beginning on January 1, 2023, the current Sharecare wellness program will transition to CareFirst WellBeing. The new site will feature all the tools, resources and support our members rely on, but in a more clear and cohesive platform.

To access CareFirst WellBeing, your employees simply need to register with the new program using their Sharecare credentials on or after January 1. They can start immediately—there's no waiting period. All their profile data will carry over, too.

NOTE: Only include the bullets about Blue Rewards (below and in the email for members) for small group and 51+ fully insured accounts

A few updates have also been made to the Blue Rewards program for 2023. These include:

- Members can now sign up for coaching based on their health status without special identification by CareFirst. They can also earn an additional \$200 by participating.
- The time frames for selecting a PCP/completing a health screening and taking the RealAge/consenting to receive wellness emails have changed. They've been extended from within 120 days of the effective or renewal date to 180 days.
- Members with a high-deductible health plan must reach their minimum plan deductible before being able to use the Blue Rewards medical expense debit card.

An email template that explains these changes to employees is attached.

In the future, your employees will be able to use this single entry point to connect with all our programs, making it easier for them to manage every aspect of their well-being—from physical fitness and family relationships to stress management and financial health.

For more information about CareFirst WellBeing, don't hesitate to reach out to me.

Sincerely,

CareFirst WellBeing Launch Account to Employee Content

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To help you find and maintain your own sense of well-being in an increasingly complicated world, CareFirst BlueCross BlueShield (CareFirst) is building a better wellness program. We're pleased to introduce CareFirst WellBeingSM—your personalized digital connection to your healthiest life.

Beginning on January 1, 2023, the current Sharecare wellness program will transition to CareFirst WellBeing. The new site will feature all the tools, resources and support you rely on, but in a more clear and cohesive platform.

Your profile data will carry over, too. Just register with the new program using your Sharecare credentials on or after January 1. You can do this by downloading the app or visiting carefirst.com/wellbeing or My Account.

NOTE: Only provide the bullets about Blue Rewards (below) for small group and 51+ fully insured accounts

A few updates have also been made to the Blue Rewards program for 2023. These include:

- You can now sign up for coaching based on your health status without special identification by CareFirst. You can also earn an additional \$200 by participating.
- The time frames for selecting a PCP/completing a health screening and taking the RealAge/consenting to receive wellness emails have changed. They've been extended from within 120 days of the effective or renewal date to 180 days.
- If you have a high-deductible health plan, you must reach your minimum plan deductible before being able to use the Blue Rewards medical expense debit card.

In the future, you'll be able to use this single entry point to connect with all the solutions, tools and programs available to you, making it easier to manage every aspect of your well-being—from physical fitness and family relationships to stress management and financial health.