

CareFirst Personal Health Coaching Program

Overview & Frequently Asked Questions

CareFirst is offering a brand-new personal health coaching program, making it easier than ever for members to achieve their personal best health.

This coaching program is completely personalized, approachable and delivered through one-on-one calls and an easy-to-use portal where participants can find additional resources, schedule calls with their health coach and more.

General

Why is CareFirst offering a personal health coaching solution?

More and more employers are realizing that employee health and well-being not only affects an employee's personal life, but also affects work productivity, job satisfaction and overall employee health outcomes—all of which contribute to an employer's bottom line.

This personal health coaching program is designed around the dual goals of addressing the needs of employees, leading to less turnover and happier, more engaged employees; and, lowering overall medical plan costs.

What vendor are you using for the health coaching services?

CareFirst's personal health coaching program is powered by Asset Health, an independent company that provides whole-person health and wellness improvement services.

Is Asset Health replacing Sharecare?

Yes, the coaching program administration will transition to Asset Health under the CareFirst WellBeing program.

Why did CareFirst select Asset Health?

Asset Health is a known leader in the health coaching space, using certified health educators and registered nurses to deliver coaching. Each coach performs a thorough review of the member's health history and experience prior to the first coaching call to create a personalized experience and build a positive relationship on day one. The member will work with the same coach throughout their coaching plan and will make appropriate referrals to CareFirst programs, community-based programs and/or group specific programs. Coaches use motivational interviewing techniques to empower the member to take control of their health behaviors impacting their chronic conditions or lifestyle habits.

What type(s) of health coaching will be offered?

CareFirst's personal health coaching program will include both lifestyle coaching and disease management coaching.

Lifestyle coaching addresses overall health and wellness and helps participants identify

opportunities to improve their well-being in their daily lives. This coaching program can touch on a variety of areas such as stress management, healthy eating, physical activity and much more!

Disease management coaching is better suited for participants who are living with a chronic condition such as diabetes or coronary artery disease. This program will help those participants take charge of their symptoms, treatment and medications.

What areas of wellness does the health coaching program address?

The personal health coaching program addresses the whole person. Some areas of wellness that this may include are emotional, physical, social, financial, environmental, occupational, spiritual and mental well-being.

Which accounts and members are eligible?

Health coaching is available through Asset Health to all CareFirst WellBeing commercial members and FEPND50 members who are identified for coaching. FEP PPO members will continue to receive their health coaching through Sharecare.

Is there a cost to accounts to participate in this coaching program?

Health coaching is billed as a medical claim. The billing model will change from a per call bill to per participant per year. The cost for lifestyle coaching is \$200 per participant per year and disease management at \$385 per participant per year.

What are the credentials/qualifications of the health coaches?

All clinical team members are experienced and certified health coaches with a wide variety of skillsets and specializations. Our team of personal health coaches includes:

- Registered Nurses
- Nutritionists and Dieticians
- Behavior Change Specialists
- Diabetes Professionals
- Certified Tobacco Cessation Specialists
- Personal Trainers/Exercise Physiologists

All coaches are also Mental Health First Aid Certified. Our coaches address participants' emotional, physical, occupational, social, spiritual, intellectual, environmental and financial health to promote overall well-being.

When will this program become available?

The CareFirst personal health coaching program powered by Asset Health is anticipated to rollout in Q2 2023.

Will there be communications regarding this program and what does that outreach look like?

Yes, there is a full communications plan that accompanies this program including email, PDF, and text message components.

Outreach will include communications to eligible participants, creating awareness about the program, and encouraging them to enroll. If a participant doesn't immediately engage and schedule

their coaching call, they will receive a series of engagement emails providing further details on the benefits of the coaching program. Once the participant is engaged with the program, they will receive communications such as call confirmations or reschedule emails, reminders, call summaries, resource alerts and encouragement messages.

What tracking/reporting will be available?

Call tracking will be visible in the participant's coaching portal to track and report how many calls have or have not been completed, the date/time of the next scheduled call and once a participant hits program completion.

What are the goals of this program?

The goal of this program is to not only address and improve participants' health, wellness and happiness, but to also improve overall employee satisfaction and health outcomes.

How does the coaching program work?

There are two coaching program options: *lifestyle coaching* or *disease management coaching*. Lifestyle coaching helps identify opportunities to improve the health and well-being of participants' daily lives in areas such as stress management and healthy eating. Disease management coaching can help participants with a chronic condition (such as diabetes or coronary artery disease) take charge of their symptoms, treatment and medications.

The program can last about three months or more with calls scheduled at least 28 days apart. The program is considered complete after the third personal health coaching call* within a plan year. However, participants are encouraged to continue scheduling coaching calls even after program completion to keep building on their health journey.

Additional support is also included throughout the program such as educational resources recommended for a participant's particular needs, a direct number to a participant's personal health coach or coordinator, and a call scheduler and appointment tracker. A full communications outreach plan is provided to supply participants with information, updates, reminders and alerts throughout the program.

*Incentives can be tied to completion of personal health coaching calls.

Member Experience

How do members access the program and resources?

Members will receive communications explaining how to access the coaching portal and set up their first call. Members can set up their coaching calls either by phone or they can access their member portal where they can schedule calls, read messages, view resources and more! Members will receive communications and alerts throughout the program letting them know when new messages or resources are available.

Is there a cost for members to participate in personal health coaching?

No, there is no cost for members to participate in personal health coaching.

Are member coaching calls confidential?

Yes, every call and interaction with a personal health coach is completely confidential. Although this program is provided through the employer, the employer does not have access to any of the information discussed in one-on-one calls.

How long does the program take?

The program can last about three months or more. To complete the program, participants will need to schedule and complete three calls with their personal health coach. Calls are scheduled at least 28 days apart. Although the program is complete after the third call, participants may choose to continue engaging and scheduling calls with their personal health coach, if they desire.

Can members continue to get health coaching after program completion?

Yes, members may choose to continue scheduling calls with their personal health coach after program completion, if they desire.

How do members connect with their health coach?

Members will speak to their personal health coach via phone. All members will have a direct number to their coach coordinator along with access to a coaching call scheduler through their coaching portal. Members may also send and receive secure messages to their personal health coach through their coaching portal.

Is there a video or program guide that shows more about the member experience?

Yes, participants will receive communications leading up to and throughout the program that will include a summary along with a walkthrough video that will go over what to expect and how the program works.

How does this health coaching program differ from others?

Below are a few ways that this personal health coaching program differs from others:

- Targeted and tailored to participants
- Builds trusting relationship by working with the same personal health coach
- Supportive environment focused on intrinsic motivation
- Uses evidence-based strategies
- Participants encouraged to take realistic steps
- Provides tools and strategies to overcome barriers
- Is not limited to a certain number of calls

How does engaging with a health coach better a participant's well-being?

Our health coaches are trained to provide the support, guidance and encouragement needed to see real health improvement results. Each personal health coach will provide an experience that incorporates the latest health research and methods to evoke intrinsic motivation and help participants take action. Because this program is completely personalized to a participant's health needs and goals, they are empowered to make meaningful changes to their personal daily habits. There is no one-size-fits-all and this program's focus is on a participant's individuality.