

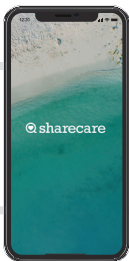
# Wellness and Disease Management

## Delivering a personalized experience

CareFirst BlueCross BlueShield (CareFirst) has partnered with Sharecare, Inc.\* to launch a wellness and disease management program that fully supports your employees' efforts toward health improvement. Integrating technology and real-time data, the program 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 wellness program offers your population exclusive features including:

	<p><b>RealAge® test:</b> This unique online health assessment will help determine the physical age of an employee's body, compared to their calendar age.</p>		<p><b>Challenges:</b> A variety of challenge options are available that help support and motivate your employees to achieve their health goals.</p>
	<p><b>Personalized content:</b> Based on their well-being goals, motivation and interests, each individual receives customized tips, insights and tools.</p>		<p><b>Health Profile:</b> Provides employees with easy access to the evolving story of their health including biometric information, lab results and medications, all in one place.</p>
	<p><b>Trackers:</b> 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.</p>		<p><b>Blue Rewards:</b> Employees can earn incentives for participating in activities like taking the RealAge test, consenting to receive wellness emails, selecting a primary care provider and completing a health screening.</p>



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

\*Sharecare, Inc. is an independent company that provides health improvement management services to CareFirst members.

## 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 unique for each participant, delivered with the frequency and through the channels they prefer to encourage sustained engagement.
- **Weight management program:** Through personalized telephonic coaching support, and web-based tools and resources, this program provides an individualized approach that fits into each participant's lifestyle to support long-term weight management.
- **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:** 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 representative.**

This wellness 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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