EAT RIGHT NOW. ENHANCED!

Inspiring CareFirst members to transform their eating habits—and create change that lasts.

At CareFirst BlueCross BlueShield (CareFirst), our programs are designed to support our members' overall well-being—physical, emotional, social and financial. And with CareFirst WellBeing℠, your employees can navigate it all through our personalized wellness portfolio.

Eat Right Now is a wellness solution with every CareFirst member in mind. Whether your employees are interested in weight loss or diabetes prevention, they can take advantage of Eat Right Now's innovative, evidence-based programs. **And now, employees can participate in the program through Mindful Eating—being more sensible about what they eat even when weight loss is not the goal.**

Combining the latest research in cognitive neuroscience, habit formation and mindfulness, Eat Right Now provides a foundation that helps your employees learn how to "break up" with dieting for good, achieve and then maintain a healthy weight and lower their risk for chronic conditions like diabetes. A brief, online assessment is all it takes to start participants on a journey to gain personal insights and master mindfulness that leads to lasting changes.

Together, we can give your employees the tools they need to make a difference in their health.

45%

reduction in craving-related eating based on one clinical study, using Eat Right Now[1]

$15M+

funded for research and clinical trials to study the effectiveness of MindSciences' programs[2]

Key features

- Simple and specific mindfulness exercises that teach participants how to overcome cravings and build healthy eating habits.
- A holistic approach that addresses the mental and emotional side of eating.
- Short, daily videos about the science behind overeating and how to change unhelpful eating patterns.
- A moderated community for support from experts and to connect with others who are also on their well-being journey.
- An online community journal that helps participants collect, analyze and manage their progress.
- Weekly live coaching on a group video meeting led by program creator, Jud Brewer, M.D., Ph.D. and other experts

For more information, contact your CareFirst account consultant.

[1] According to a 2017 study from University of California San Francisco, Journal of Behavioral Medicine, "Testing a mobile mindful eating intervention targeting craving-related eating: feasibility and proof of concept", September 16, 2017.

[2] Research funding from, but not limited to, the American Heart Association, NIH, National Cancer Institute and the National Institute on Drug Abuse for the MindSciences' programs conducted with over 3,000 clinical trial participants and tens of thousands of real world-users.

This well-being 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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