# Who to Call
## About Your Wellness and Incentive Program

| Reason for your call | | Contact | Contact details |
|---|---|---|---|
| ■ CareFirst WellBeing℠ account or registration<br>■ CareFirst WellBeing app<br>■ RealAge® health assessment<br>■ E-consent<br>■ PCP selection<br>■ Health screening and biometrics<br>■ Trackers<br>■ Challenges<br>■ Green Days<br>■ Inspirations<br>■ Blue Rewards incentives (including health coaching incentives) | | CareFirst WellBeing support | 877-260-3253<br>customersupport@carefirstwellbeing.com<br>Or, submit the inquiry via a system ticket while in-platform by clicking on *Support/Help*, then, *Submit a Request* |
| **Questions about specialized programs** | ■ Eat Right Now<br>■ Craving to Quit<br>■ SmartDollar<br>■ Unwinding<br>■ Health coaching (disease management, tobacco cessation, healthy eating, stress management and more) | CareFirst WellBeing support | 877-260-3253<br>customersupport@carefirstwellbeing.com |
| | ■ Noom | Noom support | partnersupport@noom.com |
| Earned reward, but have not received Blue Rewards Visa® debit card (for members with an employer-sponsored wellness program) | | CareFirst WellBeing support | 877-260-3253<br>customersupport@carefirstwellbeing.com |
| Problems using debit card, balance inquiry, reimbursement, report a lost/stolen debit card or Autopay questions | | HealthEquity, Inc.<br>(Blue Rewards administrator) | 877-790-0664 |
| Issues with **www.carefirst.com** or *My Account,* or questions about health plan coverage | | CareFirst BlueCross BlueShield Member Service | Call the number on the back of your member ID card |

Updated June 2026

CareFirst BlueCross BlueShield is the shared business name of CareFirst of Maryland, Inc. and Group Hospitalization and Medical Services, Inc., which are independent licensees of the Blue Cross and Blue Shield Association. BLUE CROSS®, BLUE SHIELD® and the Cross and Shield Symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.