



# MEET SHARECARE

## Changing the Way We View Health

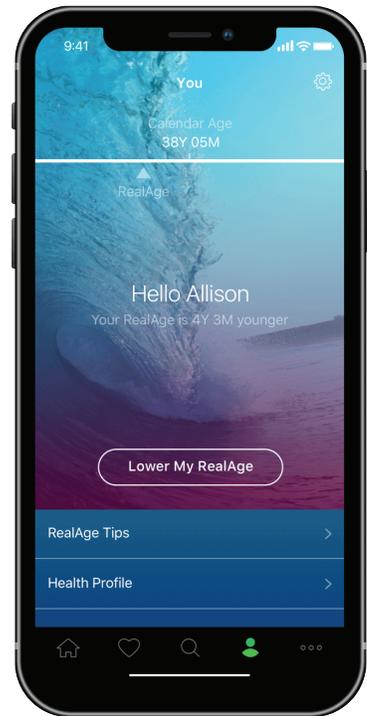
Together, Blue Cross and Blue Shield of Minnesota and Sharecare are transforming how Blue Cross members view their health.

Members will begin their health care journey online by completing the RealAge® test. RealAge reveals a person's age based on health, genetics and lifestyle habits versus their chronological age. Rather than a numerical wellbeing score, RealAge provides a simple and intuitive understanding of their health.

Following the completion of the assessment, members will immediately receive highly-personalized recommendations on how to lower their RealAge. They will then be invited to download the mobile app so they can access their information any time, anywhere.

Resources include a dynamic health profile, easy insights to track lifestyle behaviors, highly-personalized health and wellbeing content, incentives, AskMD®, health topics, challenges and much more.

Sharecare's proven engagement platform provides members with the right information at the right time to help them make the right decisions.



# RealAge, Real Engagement, Real Proof

Sharecare is a digital health solution that helps people manage all their health in one place. Best of all, the Sharecare app is tested and proven to drive sustained engagement and improve outcomes.

By tapping into the world's largest collective health IQ, members receive personalized insights, information, daily tracking, innovative programs, and one-of-a-kind tools to live their healthiest lives. All in a totally secure, easy-to-use environment.

## RealAge Test:

A unique, proprietary, next generation health risk assessment that taps into the intrinsic value an individual places on an easily understandable metric for their physical health. It assesses a variety of behaviors and existing conditions, that show you the true age of the body you're living in. This is the first step toward optimizing your health — arming you with information on how your lifestyle choices help you stay younger — or make you age faster — than your calendar age.

## Mobile Experience:

The only app you will ever need, with relevant, personalized insights, health recommendations and tools & resources unique to you.

## Frictionless Insights:

Utilizes the latest smartphone technology to gather — passively and securely — your health data to ensure progress is tracked in real time.

## Green Days:

The health currency used to measure your progress — track the core health factors that influence your health the most. Each green day you earn contributes to a reduction in your RealAge.

## Personalized Content:

Delivers information from vetted health experts in a way that's practical, approachable and personally relevant to each participant.

## Dynamic Health Profile:

Provides each participant easy access to the living, breathing, evolving story of their health through their health data.

## Rewards:

A variety of rewards program options are available that focus on meaningful behavior change and are aligned with a client's health management strategy.

## AskMD®:

Personalized health consultations that allow you to get an answer to what might be causing what's bothering you, and prepare for a productive visit with your doctor.

## REAL ENGAGEMENT

**45M+**

RealAge assessments taken

**62%**

RealAge reduction by 10 months<sup>2</sup>

**68M**

consumers, actively managed

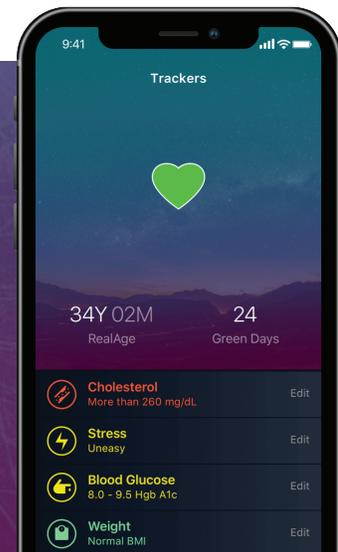
**1.1M**

Providers

With an enhanced experience available exclusively to Blue Cross and Blue Shield of Minnesota members, Sharecare helps us deliver on our mission of providing coordinated, proactive care to manage rising health care costs. For more information, please contact your client manager.

<sup>1</sup>“(WTW/NBGH).”

<sup>2</sup> Results are from a target group of 25 employers.



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AskMD® is a registered mark of Sharecare, an independent company providing a health and wellness engagement platform.