

To:  
Date:

**Re: Earn [fill in incentive]\* for completing MyHealthProfile!**

Are you concerned about your health and the health of your family? Have you thought about losing weight or improving your health, but didn't know where to begin? If you answered "yes" to either of these questions, we have exciting news for you.

As a CareFirst® BlueCross® BlueShield® or CareFirst® BlueChoice, Inc.® member, you now have the opportunity to complete MyHealthProfile, a free, confidential survey that may identify potential risk factors or behaviors that are tied to your medical history or lifestyle. To successfully launch our new wellness tools, we are offering you [fill in incentive], just for participating!

Completing MyHealthProfile is simple. You will receive a username and password in the mail that will allow you to access the MyHealthProfile web site: [www.myhealthiq.com/carefirst](http://www.myhealthiq.com/carefirst). All you need to do is answer a series of questions about your health and your current lifestyle. You will then receive a confidential, personalized health report identifying risk areas and providing you with additional information and services to support healthy choices.

Based on your needs, certain lifestyle management programs may be available. These interactive programs will assist you in making healthy choices in those areas in which you ask for help.

MyHealthProfile and lifestyle management programs provide you with the opportunity to make a connection between good habits and good health. The more you know about possible risk factors, the more informed you can be when making important choices about your health.

I am confident that you will enjoy both physical and financial rewards by completing MyHealthProfile. As we continue our commitment to providing you with quality health care services, I thank you for supporting this initiative.

(Executive Sponsor)

\* If it is unreasonably difficult, due to a medical condition, for you to achieve the standards for the incentive under this program, or if it is medically inadvisable for you to attempt to achieve the standards for the incentive under this program, call myhealthIQ Customer Care at Healthways at (866) 449-9705, and we will work with you to develop another way to qualify for the reward.