



Candoo Tech Brings Digital Literacy Training to CareFirst BlueCross BlueShield Advantage DualPrime Members

New York, NY, and Baltimore. November 28, 2023: –Candoo Tech and CareFirst BlueCross BlueShield (CareFirst), the largest not-for-profit health plan in the mid-Atlantic region, are partnering together to bring a digital literacy pilot to CareFirst BlueCross BlueShield Advantage DualPrime members in the Baltimore area. Services include remote 1:1 tech training and support sessions, an in-person training event on how to stay safe online, online group lessons, and a library of on-demand content.

CareFirst’s eligible members will have access to a U.S.-based tech concierge to receive help with everything from learning how to use a smartphone, tablet or computer, setting up and learning how to use email and Zoom, installing a new app, learning how to use the CareFirst website and research medical issues, and much more. They will also be able to join a series of group lessons and access how-to guides and videos to gain confidence in using technology.

Sheila Yahyazadeh, Chief External Operations Officer, CareFirst BlueCross BlueShield Community Health Plan Maryland (CareFirst CHPMD), says, “Candoo is one of the many ways we are seeking to address this ‘super determinant’ of health. Increasing access to health involves addressing barriers that prevent our community and members from getting the essential care they need. In an increasingly digital-forward world, we need to make every effort to ensure we are inclusive and provide the resources and training needed for members to get connected and access their health benefits.”

Liz Hamburg, Founder and CEO of Candoo Tech said, “Technology is becoming more and more critical to gaining access to healthcare and we are so pleased to be able to give older adults the confidence to use their technology to communicate with medical professionals, research a medical issue and/or stay more connected.”

Candoo Tech, a 1501 Health cohort company graduate, will continue to work closely with CareFirst CHPMD to support beneficiaries during this time. This collaboration

brings a comprehensive approach to providing digital literacy care to a growing, aging population.

About Candoo Tech

Candoo Tech is a leading provider of tech support and training specifically designed for older adults to help them use technology to stay healthier, more independent and connected. Candoo's services include 1:1 training and support, online group lessons and on-demand content. Services are provided remotely, nationwide by U.S. based Tech Concierges who are specially trained to work with older adults. The company was founded by entrepreneur Liz Hamburg in 2019 and has been working with older adults and their families directly as well as with senior living communities, health plans, hospital systems and social service agencies. Candoo is a member of AARP's AgeTech Collaborative™. Candoo has seen that with the proper training and support, older adults realize that they 'candoo it.' For more information go to www.candootech.com.

About CareFirst BlueCross BlueShield

In its 86th year of service, CareFirst, an independent licensee of the Blue Cross and Blue Shield Association, is a not-for-profit healthcare company which, through its affiliates and subsidiaries, offers a comprehensive portfolio of health insurance products and administrative services to 3.5 million individuals and employers in Maryland, the District of Columbia and Northern Virginia. In 2022, CareFirst invested \$24.1 million to improve overall health, and increase the accessibility, affordability, safety and quality of healthcare throughout its market areas. To learn more about CareFirst BlueCross BlueShield, visit our website at www.carefirst.com and our transforming healthcare page at www.carefirst.com/transformation or follow us on [Facebook](#), [Twitter](#), [LinkedIn](#) or [Instagram](#).

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