

Capital BlueCross Health and Wellness Centers Reopening Safely

Capital BlueCross announced today that it has reopened its Capital Blue health and wellness centers in Enola and Saucon Valley for in-person service with safety protocols in place to protect employees and customers from the spread of COVID-19.

The centers—at 4500 Marketplace Way in Enola and 2845 Center Valley Parkway in Center Valley—are open to all members of the community, and specialize in health coaching, personal training, healthcare coverage consultation and more.

“We are excited to be getting back to serving our members and the community in person,” said David Skerpon, senior vice president of Enterprise Marketing at Capital BlueCross. “Their health is always important to us, so we are taking a measured approach to reopening. We are listening to the science, and we are sticking to the social distancing guidelines to help limit the spread of the coronavirus. We want to reopen, but we want to reopen in the best way to protect our employees and guests.”

Under the limited reopening plan, the sales and service staff at both locations will be available by appointment only—including consultations about health plan coverage and benefits, biometric screenings and in-person health coaching. In lieu of on-site fitness classes, Capital Blue health and wellness centers will continue, for now, offering a full slate of virtual fitness classes. Visit the [Capital Blue health and wellness center](#) class schedules and appointment scheduling tool.

New partitions are in place to allow for face-to-face meetings while also reducing contact. The locations have increased sanitization and all employees and customers are required to wear masks and practice social distancing of six feet or more.

Additionally, the Healthy You Café at the Enola location will reopen for inside and outside seating with firm mask and social distancing guidelines in place.

The announcement by Capital BlueCross comes as Gov. Tom Wolf, in consultation with the Pennsylvania Department of Health and the Pennsylvania Emergency Management Agency (PEMA) rolls out a cautious, three-phase plan to reopen the economy.

Under that plan, all but one county has moved from the highly restrictive red phase, through the less restrictive yellow phase and, now, to the least restrictive green phase that prohibits gatherings of 250 or more people, requires customers to wear masks, and limits occupancy in certain business establishments, among other provisions. Of the two counties where the health and wellness centers are located, Cumberland and Lehigh are now both in the green phase.

About Capital BlueCross

For more than 80 years, [Capital BlueCross](#) has served Central Pennsylvania and the Lehigh Valley by offering health insurance products, services and technology solutions that provide peace of mind to consumers and promote health and wellness for our members. The company delivers innovative solutions through a family of diversified businesses to create healthier lives and lower healthcare costs. Among these solutions are patient-focused care models, leading-edge data analytics and digital health technologies. Additionally, Capital Blue health and wellness centers provide in-person service and inspiration to help people reach their health goals. Capital BlueCross is an independent licensee of the BlueCross BlueShield Association.

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