

Capital BlueCross Renames its Popular Health and Wellness Centers

Capital BlueCross today announced the renaming of its health and wellness centers to Capital BlueCross Connect, a name that better reflects the company's mission of connecting with and serving its members and communities.

"One of our core goals at Capital BlueCross is to help people connect in ways that benefit their physical and mental wellness, whether it's connecting them with health resources, connecting them with their community, or helping them connect with each other," said David Skerpon, Capital BlueCross' senior vice president of Enterprise Marketing.

"Capital BlueCross Connect is a literal reflection of our ongoing commitment to the people we serve," he added.



The Capital BlueCross Connect health and wellness centers are located at:

- Hampden Marketplace in Enola, Cumberland County.
- The Promenade Shops at Saucon Valley in Center Valley, Lehigh County.

Two more Capital BlueCross Connect health and wellness centers are being planned in the company's 21-county service region. The newest location will be announced next month.

The walk-in centers are a community hub to learn about health plans or Medicare options, speak with a health coach, enroll in fitness classes, or build better health awareness.

To protect visitors during the ongoing COVID-19 pandemic, Capital BlueCross has made safety upgrades, including the installation of partitions to allow for face-to-face meetings while also reducing contact and increased sanitization. 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 offers a healthy menu with inside and outside seating to ensure appropriate social distancing.

More information can be found at [CapitalBlueCrossConnect.com](https://capbluecrossconnect.com).

"The overall quality of any community depends in part on the health and well-being of each member," Skerpon said. "Especially in these challenging times, people need ways to connect, and Capital BlueCross is committed to helping make those connections."

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 BlueCross Connect 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.

The Healthy You Café at Capital BlueCross Connect is brought to you by helThe U Café, LLC, an independent company.