



# CareFirst Broker Flash

**For Consumer Direct contracted brokers only.  
For additional information or supplies, please contact your Broker Sales Representative.  
(Not intended for distribution to groups and members)**

Date: January 30, 2017

**For Immediate Release to all Producing  
Agents/Brokers**

Market: Consumer Direct

**Don't Miss Out!  
Contest Extended through June 30, 2017**





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## Sell CareFirst MedPlus and You May Qualify for a Weekend at Nemaocolin

Don't forget about our bit of friendly competition with the CareFirst Consumer Direct contest for your CareFirst MedPlus Maryland and District of Columbia sales:

Qualification Period	CareFirst MedPlus sales only effective August 1, 2016 through June 30, 2017
Minimum Qualification	Award is based on a minimum production of 125 contracts during the qualification period
Eligibility	All CareFirst Producers/Writing Agents whose Consumer Direct credentialing is in good standing
Determination Period	Sales will be tallied and awards calculated by July 31, 2017
Award Announcement	Winner and their General Agent will be advised directly in early August 2017 with the awards being publically announced in an August 2017 broker flash

Based on the CareFirst MedPlus sales production, the following will be awarded:

1 <sup>st</sup> Place	\$1,000 Gift Certificate for a 2-night stay at Nemaocolin Woodlands Resort and a <i>\$1,000 Room Credit</i>
2 <sup>nd</sup> Place	\$600 Gift Certificate for a 2-night stay at Nemaocolin Woodlands Resort and a <i>\$400 Room Credit</i>
3 <sup>rd</sup> Place	\$600 Gift Certificate for a 2-night stay at Nemaocolin Woodlands Resort and a <i>\$300 Room Credit</i>

**Remember, your MedPlus sales could add up to a Nemaocolin weekend getaway!**

Should you have any questions, please contact your broker sales representative.

Vickie S. Cosby  
Vice President, Consumer Direct Sales, Distribution and Communications