



CareFirst Sales Flash

*For Distribution to Brokers/General Producers/Full-Service Producers Only
(Not intended for distribution to Groups and Members)*

Date: February 3, 2017
Market: All

New Features and Advanced Capabilities for *My Account* and Account SearchLight

Throughout 2016, CareFirst introduced new features and advanced capabilities for *My Account* and Account SearchLight. The user-friendly tech updates to *My Account* allow members to better manage their health care while the Account SearchLight improvements help you understand the health of your clients' employees in depth and make informed decisions about the coverage offered.

Significant *My Account* updates:

1. **Find a Doctor** has been improved so it is simpler to navigate and find what you want quickly. And, you can look up and select providers nationwide, in addition to CareFirst's service area (MD, D.C., N. Va.).
2. Group members can now pay medical and dental claims online from their HSA account through *My Account*. Payments can be sent directly to health care providers or members can reimburse themselves.
3. Additional options to print and download provider search results, which now contain detailed information displayed in an easy-to-read format.
4. New real-time surveys on the CareFirst website allow members to give feedback instantly and help CareFirst make improvements more responsively.
5. CareFirst App users can use iPhone's Touch ID to quickly and easily log in to *My Account*.
6. Members can now fill out their health assessment surveys on their mobile devices. Members can read the latest health and wellness content on their mobile devices as well.

Account SearchLight enhancements (for Groups 100+):

1. The Account Experience Report (AER) was added to Section IV of SearchLight for fully-insured accounts. This report shows monthly enrollment, billed premium, paid amount and loss ratio for the most recent 24 months.
2. Report VII.E High Cost Members Cost and TCCI Engagement Summary includes members with more than \$25,000 in paid claims. It includes valuable information on each high cost members' Dominant Episode, Eligibility Status and participation in TCCI programs.

3. We added three new reports to the Wellness section

- IX.A – Health Assessment Program Participation – This report shows the gender, age and relationship distribution of participants and non-participants in Health Assessment and Biometric Screening over the most recent reporting periods
- IX.E – Health Assessment Program Participation by Illness Band – This report shows the distribution of participants and non-participants in Health Assessment and Biometric Screening by Illness Band.
- IX.F – Well Being Score Comparison – This report shows the change in Well Being Score distribution over time for accounts that had a minimum of 25 members complete a Health Assessment.

In the coming year, we will continue to expand our technology capabilities to make it easier and faster for brokers, accounts and members to get the information they want, when they need it.

If you have any questions, please contact your Broker Sales Representative.



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