

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: March 15, 2017 Market: Consumer Direct

Announcing New CD Sales Management

We're excited to announce two new management positions to support the Broker community.

Mira Fader has joined us as the CD Sales and Retention Manager. She comes to us from the Small/Mid group market and brings a wealth of knowledge both as a broker and as a CareFirst sales associate.

Bryant Woodford has filled the role of Supervisor, CD Retention and New Business and provides insight on CareFirst operations as well as a background in sales.

Both Mira and Bryant are eager to meet you and will be joining the Broker Representatives on upcoming sales calls. They will be working closely with Latisha Beckett and Alexius Fletcher to fully support the Broker market.

Thank you for your patience as we have worked to create a solid team of professionals!

Please refer to the contact information below:

Mira Fader

Mira.fader@carefirst.com

(410) 998-7069

Bryant Woodford

Bryant.woodford@carefirst.com

(443)471-5594

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

Vickie S. Cosby

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Vice President, Consumer Direct Sales, Distribution and Communications

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