



CareFirst Sales Flash

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

Date: April 12, 2017

Market: All risk

Blue Rewards Health Screening Enhancement *Additional Option Now Available for Members*

In an effort to increase engagement and improve the member experience associated with the Blue Rewards incentive process, CareFirst has partnered with CVS MinuteClinic to offer members an additional method to obtain their health screening. **Effective immediately, all fully insured members with a 2017 effective date have the option to visit either their primary care provider (PCP) or a CVS MinuteClinic for their health screening.** This enhancement is available to those members who have not yet completed their health screening.

Members can log in to *My Account* and click on *Blue Rewards* under *Quick Links*. When they click on *Start* under *Health Screening*, they can select CVS MinuteClinic or Primary Care Provider (PCP). For both health screening options, members are still required to choose a PCMH or PCMH Plus PCP to earn their reward (PCMH Plus applies to DC/VA risk members only). Note: PCP selection is the first step of the Blue Rewards incentive process.

My Account Health Screening Options Landing Page

CVS MinuteClinic	Primary Care Provider (PCP)
Why Choose MinuteClinic? Extended hours and no appointment necessary	Why Choose PCP? Understands your medical history and can develop an action plan to improve your health
Find a CVS MinuteClinic	Learn More

CareFirst remains committed to our existing provider networks and will continue to support and promote health screenings through primary care providers. The CVS MinuteClinic option is intended to provide members added flexibility and convenience—extended hours and no appointment necessary—with completing their health screening within 120 days to earn their Blue Rewards incentive. An additional benefit is that members who complete a CVS MinuteClinic health screening within MD, DC or Northern VA will have their results automatically loaded into *My Account* for Blue Rewards.

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Notifying accounts and members

Please use the account email message (attached) to alert your 2017 accounts about the health screening enhancement. Also, encourage your accounts to distribute the accompanying member email message to employees who are enrolled in a CareFirst health plan with a 2017 effective date.

Marketing Materials

The following 2017 Blue Rewards marketing materials with the CVS MinuteClinic offering are now available on the [broker portal](#) (post login) and can be accessed under the *Resources* tab by clicking on *Blue Rewards* under *Group Resources*:

Fully Insured Groups

- Account flier
- Member flier
- Member welcome and reminder emails
- Poster

Member website

The member website at www.carefirst.com/bluerewards and the [My Account](#) portal have been updated to reflect the additional health screening option.

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



C. Shekar Subramaniam
Vice President, Sales
Small Medium SBU

Blue Rewards is not available for grandfathered plans or over 65 plans.

Sample - Account email

Subject: A new health screening option for Blue Rewards!

As part of your CareFirst health plan, employees have access to Blue Rewards—an incentive program that rewards them for taking an active role in their health.

We are excited to announce your employees can now complete their Blue Rewards health screening **at any CVS MinuteClinic** or visit their primary care provider (PCP).

Benefits of CVS MinuteClinic include:

- Convenience – extended hours and numerous locations
- No appointment necessary
- Screening results are automatically uploaded into *My Account* if they visit a CVS MinuteClinic within the CareFirst service area*
- Information will populate to the member health record for the PCP to access

Now your employees have even more choices for earning their reward! To get started, employees must log in to [My Account](#) and click on *Blue Rewards* under *Quick Links*.

*Employees who get their screening at a CVS MinuteClinic outside MD, DC or Northern VA will need to enter their screening results in *My Account*.

Sample - Member email

Subject: A new health screening option for Blue Rewards!

As part of your CareFirst health plan, you have access to Blue Rewards—an incentive program that rewards you for taking an active role in your health.

You can now visit a **CVS MinuteClinic** or your primary care provider to complete your Blue Rewards health screening.

Benefits of CVS MinuteClinic include:

- Convenience – extended hours and numerous locations
- No appointment necessary
- Your screening results are automatically uploaded in to *My Account* if you visit a CVS MinuteClinic in MD, DC or Northern VA*

Don't miss your opportunity to earn a financial reward! To get started, log in to [My Account](#) and click on *Blue Rewards* under *Quick Links*.

*If you get your health screening at a CVS MinuteClinic located outside of the CareFirst service area you will need to enter your screening results in *My Account*, as the results will not automatically upload.