



CareFirst Sales Flash

CareFirst 
Family of health care plans

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

Date: May 2, 2017
Market: All accounts with BlueCard Worldwide

BlueCard Worldwide has changed its Name to Blue Cross Blue Shield Global Core

The BlueCard Worldwide program has changed its name to Blue Cross Blue Shield Global Core. The Blue Cross Blue Shield Association is making this change as part of a rebranding initiative for its international product portfolio. Members can rest assured that their medical coverage and access to care outside of the U.S. will not change.

Blue Cross Blue Shield Global Core will keep the same phone number, 1-800-810-BLUE (2573) that is used by BlueCard Worldwide, but will have a new web address, www.bcbsglobalcore.com. Please note that if you attempt to access previous addresses, you will automatically be redirected.

In addition to the name change, the following changes have taken place:

- International claims must be submitted to claims@bcbsglobalcore.com.
- All postal mailed claims should be mailed to:
Service Center
P.O. Box 2048
Southeastern, PA 19399

All materials on the Sales Ordering System (SOS) and CareFirst websites have been updated.

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



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