



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: June 23, 2017
Market: All

2017 *Vitality* Magazine Mailings Begin this Week

Beginning this week, CareFirst BlueCross BlueShield and CareFirst BlueChoice, Inc. (CareFirst) will mail *Vitality* magazine to medical subscribers, including subscribers in the Federal Employer Health Benefits Plan (FEHBP).

***Vitality* is mailed once every 12 months to:**

- provide legally-required notices
- provide benefit and plan updates
- highlight value-added programs and services
- offer general health and wellness information
- assist with National Committee Quality Assurance (NCQA) accreditation requirements

Delivery schedule

- Print distribution will begin the week of June 19.
- Electronic distribution will begin the week of June 26 to subscribers who have provided electronic consent.

As a reminder, subscribers can elect to receive *Vitality* electronically by updating their *Settings* in *My Account*. At this date, subscribers who update their settings to electronic consent will receive the magazine by email in 2018.

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

Sincerely,



C. Shekar Subramaniam
Vice President, Sales
Small Medium SBU