



CareFirst Sales Flash

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

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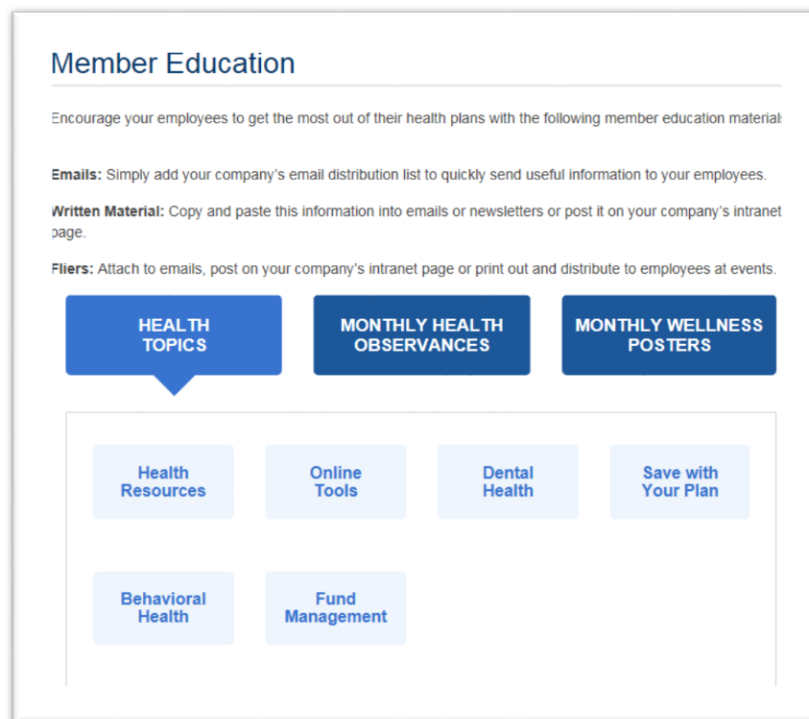
Market: All markets

New Member Education Materials Available

The Member Education library on the Employer and Broker portals have been redesigned for easier use and expanded to include a variety of new topics. These materials can help employees get the most out of their health plans, encourage good health and increase awareness of health care tools.

Additions to the library include materials on:

- **Health Topics**
 - **Take the Call** – one-on-one member outreach for health coaching and support programs
 - **Online Tools & Resources** – benefits of electronic communication and how to find an urgent care center on the CareFirst app
 - **Fund Management** – tips for using a Flexible Spending Account (FSA)
- **Monthly Health Observances** – highlights a different health topic for each month
- **Health & Wellness Posters** – posters to promote wellness year-round



The screenshot shows a web page titled "Member Education". Below the title, there is a paragraph encouraging employees to get the most out of their health plans. Three key messages are listed: "Emails: Simply add your company's email distribution list to quickly send useful information to your employees.", "Written Material: Copy and paste this information into emails or newsletters or post it on your company's intranet page.", and "Fliers: Attach to emails, post on your company's intranet page or print out and distribute to employees at events." Below these messages are three blue buttons: "HEALTH TOPICS", "MONTHLY HEALTH OBSERVANCES", and "MONTHLY WELLNESS POSTERS". Underneath these buttons is a grid of seven smaller light blue buttons: "Health Resources", "Online Tools", "Dental Health", "Save with Your Plan", "Behavioral Health", and "Fund Management".

The new member education materials are located at:

- **Employer (Pre-Login):** Employee Resources > Employee Plan Info > Member Education
<https://employer.carefirst.com/employer/resources/member-education.page>
- **Broker (Post-Login):** Resources > Group Resources > Member Education
<https://broker.carefirst.com/brokers/resources/member-education.page>

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



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