



CareFirst Sales Flash

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

Date: June 30, 2017
Market: All

My Account Registrations Not Accessed in Last Three Years Will Be Deactivated to Improve Data Security Impacted Members Will be Notified

The week of July 10, CareFirst members who have not logged into *My Account* in the last three years will be notified by email that their account will be deactivated if they do not log in within 30 days.

A reminder email will be sent to members 14 days prior to the account deactivation. A third and final email will be sent seven days prior the actual deactivation on August 7, 2017.

This applies to their *My Account* registration only. **Members will not lose health care benefits or coverage.**

Background

The purpose of this effort is to improve data security from cyberattack and other threats by reducing the risk potential incurred through inactive accounts.

Schedule & process

Moving forward, CareFirst will repeat this security practice each year in June. Members will be notified in advance (as underlined above) of the impending account deactivation.

Please note; it is possible for a member to have more than one account open. For example:

User ID	Member ID	Inactivity period (YEARS)	Last login date	Email Address
Jdoe12345	01234567890	1	1/18/2016	jdoe@yahoo.com
johndoe@samplemail.com	01234567890	2	1/4/2015	johnd@gmail.com
Doe54321	01234567890	4	2/21/2005	Doe54321@cs.com

Members will be provided the username of the account planned for deactivation in the email they receive. In a case where more than one *My Account* registration exists for a member, only the inactive account related to the username provided in the email is eligible for deactivation.

Once a member's account is deactivated, they will be required to create a new account in order to access *My Account*.

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

Sincerely,



C. Shekar Subramaniam
Vice President, Sales
Small Medium SBU