



CareFirst Sales Flash

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

Date: July 17, 2017

Market: All

Take the Call Campaign

CareFirst's vendor partners are actively outreaching to members to engage them in our **Total Care and Cost Improvement (TCCI)** programs such as wellness and disease management coaching or pharmacy coordination. Unfortunately, member awareness of these programs is minimal, so they perceive this outreach as a "cold call" and are often nonresponsive. Additionally, employer groups have highlighted concerns about these unprompted calls brought to them by members.

In an effort to increase awareness and support outreach efforts, we are launching a "Take the Call" member awareness campaign via our employer groups. Additionally, new web content has been added within the Health and Wellness section of the Member Portal (www.carefirst.com/takethecall) to provide additional information about the TCCI programs.

The following marketing resources are available:

- Sample email for brokers attached
- [Email template for employers](#)
- [Take the Call flier](#)
- [Content for a newsletter/intranet article](#)

Accounts can access the above resources directly via the [Employer Portal](#) - under *Member Education* click on *Health Topics* and *Health Resources*.

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



C. Shekar Subramaniam
Vice President, Sales
Small Medium SBU

Subject: Encouraging Members to Take the Call

Dear <Account Name/contact>,

I have some important information I'd like you to share with your CareFirst BlueCross BlueShield (CareFirst) members.

Through their CareFirst benefits, our members have access to a variety of programs to help them manage or improve their health and well-being. As we continuously review our member population to identify those who would benefit from additional support, your employees may be proactively contacted to see if they are interested in participating in a program specific to their needs, such as managing a chronic condition or quitting smoking.

Enclosed you will find:

- an email template for you to bring attention to our outreach for these programs
- content for an intranet or newsletter article
- a flier for breakrooms and common areas

In addition, new web content is available on www.carefirst.com/takethecall to provide further information about these programs.

If you have any questions, please don't hesitate to reach out to me.

Sincerely,

<account exec name>