



CareFirst Broker Flash

**For Consumer Direct contracted brokers only.
For additional information or supplies, please contact your Broker Sales Representative.
(Not intended for distribution to groups and members)**

Date: September 6, 2017
Market: Consumer Direct
Effective Date: September 8, 2017

Requirements for New CareFirst MedPlus Sales Forms Effective Date: September 8, 2017

The Centers for Medicaid & Medicare Services requires CareFirst to ensure our brokers are providing the appropriate materials to both clients and subscribers so they are well-equipped to make a purchase decision.

- Clients must receive this information at the time of application; and
- Applicants who are replacing their Medicare Supplemental, Medicare Advantage or Medicaid coverage must also receive the information.

The information brokers must provide includes:

- Guide to Health Insurance for People with Medicare
- Outline of Benefits
- Replacement of Coverage Form
- Broker Acknowledgement Form

Current Situation

The Replacement of Coverage Form (RCF) and Broker Acknowledgement Form (BAF) have been available on the broker portal for some time; however, the use of these forms has not been enforced. As a result, CareFirst has modified the forms and is implementing a verification processes, which includes but is not limited to:

- Consolidating the three forms (one per jurisdiction) into one consistent form
- Incorporating the forms into the Broker iStore workflow
- Processing the forms through our enrollment process alongside our applications

CareFirst is deploying the following new forms on Friday, September 8, 2017 for Maryland and Washington, D.C. Virginia is pending approval from the board of insurance.

Replacement of Coverage Form (RCF)

This form is required when either an existing member or a new applicant is replacing their current Medicare Supplemental, Medicare Advantage or Medicaid coverage. There is language which advises the applicant to review their existing policy, their grace period to review the new policy, etc. The RCF is required for:

- Broker, CareFirst-assisted and direct sales
- Paper and electronic applications
- Maryland, Washington, D.C. and Virginia sales

When a broker assists a client with an over65 sale, they must probe the client to determine whether they are replacing their existing over65 coverage. If the client is replacing coverage, the broker must require the client to complete the RCF and submit it along with the application. If a broker is assisting with the sale, the broker must complete the broker section of the RCF and sign the document before submitting.

Broker Acknowledgement Form (BAF)

To verify the broker is providing the appropriate documents, **a BAF is always required on a CareFirst Medicare Supplemental sale.** In addition, the broker and the client must review and sign the form and the broker/client must submit the form with the application.

The BAF is required for:

- All broker-assisted sales
- Paper and electronic sales
- Maryland, Washington, D.C. and Virginia sales

Implementation Process

Brokers using the online iStore will notice improvements in the process which will enable completion of the form and gain the required signatures. When using a paper application process, brokers will need to provide the form(s) to their client and proceed with a manual process. *Be sure the demographic information is up-to-date in the iStore since the data is used to automatically populate the forms.*

Both forms will be available for use on the broker portal Friday, September 8, 2017. Brokers will have 30 days from the application receipt date to provide the required RCF and/or BAF. Although the application will be processed upon receipt, commissions will not be paid until the required form(s) are received.

Your broker representative will be providing additional training as needed and can address and questions you have about the forms or the process.



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