

Consumer Direct Dental Sales Contest!



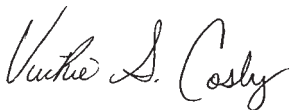
WIN DINNER AND A SHOW FOR TWO to “School of Rock” at The Hippodrome

Show date: March 20, 2018

Accompanied by your consumer direct broker representative

Qualification period	CareFirst Consumer Direct Dental sales only effective November 1, 2017 to January 31, 2018
Award and minimum qualification	Award is based on the highest percentage of growth in new dental contracts sold in comparison to the same previous period (November 1, 2016 to January 31, 2017). There is a minimum growth of 15% of new dental contracts to qualify.
Eligibility	All CareFirst Producers/Writing Agents whose consumer direct credentialing is in good standing.
Determination period	Sales will be tallied by February 28, 2018
Award announcement	Winner and their General Agent will be advised directly in early March 2018 with the award publicly announced in a March 2018 broker flash.

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



Vickie S. Cosby
Vice President, Consumer Direct Sales, Distribution and Communications

Date: October 19, 2017

Market: Consumer Direct

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)