



CareFirst Broker Flash

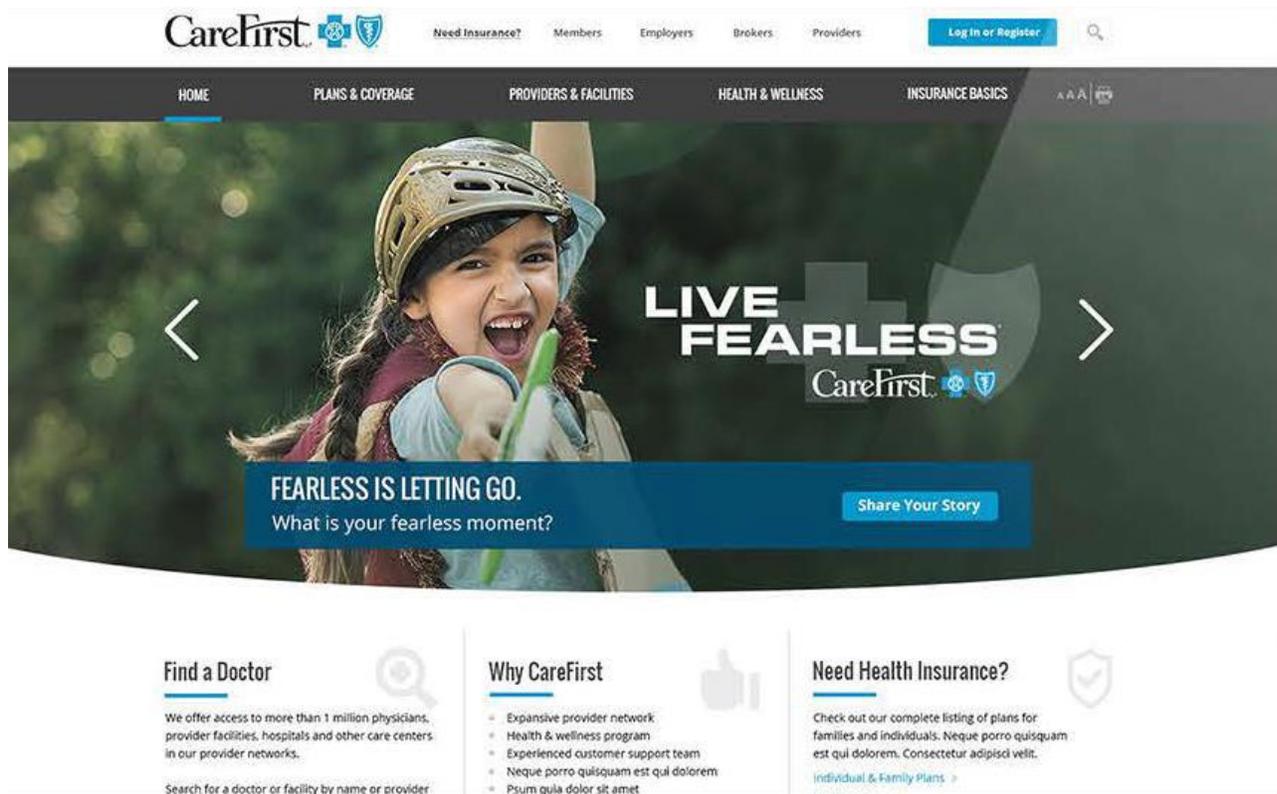
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Date: December 15, 2017
Market: Consumer Direct

CareFirst.com Main Landing Page Gets a Makeover

With an average of over 350,000 visitors per month, the CareFirst website plays a critical role in positive consumer perception of our brand and our services. Often, carefirst.com is the first introduction people have to our company and the many health care products, tools and resources we offer.

That’s why we have redesigned and enhanced the main landing page of our website to meet the evolving expectations of our visitors and to boost customer satisfaction and engagement.



Starting Friday, December 15 (after business hours), the main landing page for all web traffic—carefirst.com—will contain the following web design improvements:

- Mobile-friendly design that aligns with the new interface of *My Account* and the Careers sites
- A look and feel that is consistent with the new brand guidelines and reflects CareFirst marketing and advertising materials
- Clean, modern design that reinforces our message that CareFirst is an innovative health care leader



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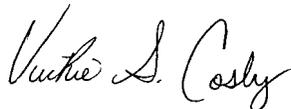
- Full-width layout that creates a more engaging experience for the visitor
- Redesigned page layouts that encourage greater readability and understanding of content
- Optimized user flow and navigation based on website analytics
- Easy access to the *My Account* login for members, as almost 50 percent of visitors to the main landing page navigate to this feature

In addition, the home page now includes a new welcome message in a pop-up box that helps orient visitors by having them identify themselves as new, member, broker, employer, or provider and then directing them to the appropriate site. The welcome message will also ask if visitors are looking for specific areas, such as My Account, A Doctor or Health Plans.

Once launched, we will track site utilization to determine the impact of the changes and ensure they are indeed enhancing the visitor experience. We will continue to optimize the web design based on this data and feedback we gather from customer research.

The main landing page is the first phase of the website redesign and enhancements project. Upgrades to the other sites—Member, Employer and Broker—will follow in 2018 and 2019.

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



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