



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: June 13, 2018

Market: All

2018 Vitality Mailings Begin this Week

Later this week, Vitality – CareFirst’s annual member publication – will begin mailing (US mail or email) to medical subscribers.

Vitality is mailed once every 12 months to:

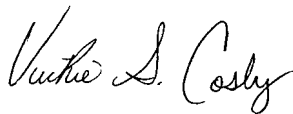
- deliver legally-required notices
- provide general coverage information and updates
- highlight value-added programs and services
- feature health and wellness resources
- assist with National Committee Quality Assurance (NCQA) accreditation requirements

Delivery schedule

- Print distribution will begin Friday, June 15.
- Electronic distribution will begin the week of June 18 to subscribers who have provided electronic consent. To manage the delivery volume, emails will release in paced batches throughout the week.

As a reminder, subscribers can elect to receive Vitality electronically by updating their Communication Preferences in My Account. (Log in to My Account, 1. Select the profile drop-down menu in the upper right corner next to name. 2. Select Electronic Consent. 3. Choose Newsletters & Announcements from the Communication Preferences screen. 4. Hit Submit at the bottom of the screen.)

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



Vickie S. Cosby

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