CareFirst Sales Flash

For brokers, general producers and full-service producers

Not intended for distribution to groups or members

Improvements and Additions to *My Account*

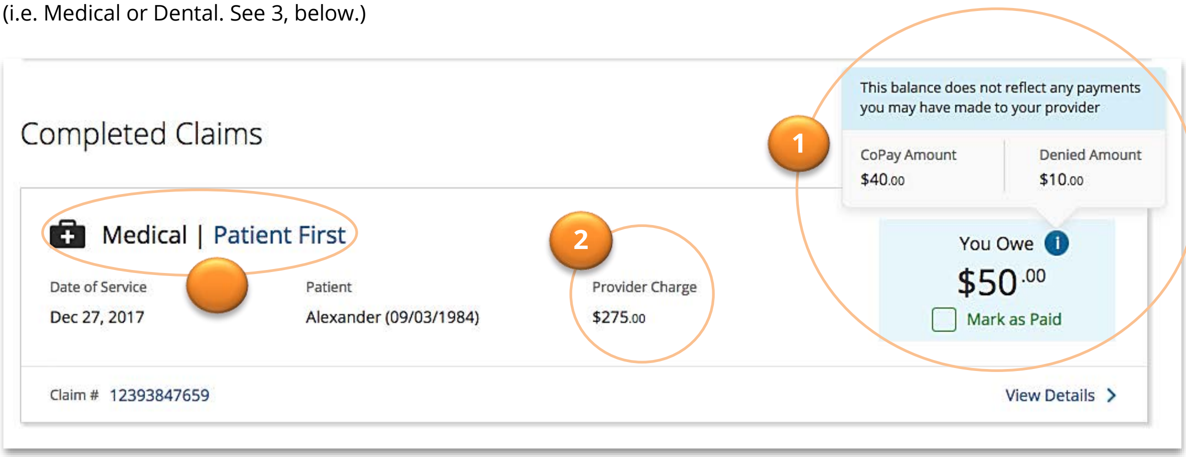
Effective July 15

CareFirst BlueCross BlueShield (CareFirst) is always adding new features and enhancements to *My Account* to deliver the best digital experience possible. Based on member feedback, industry trends and competitive analysis, the following improvements have been made to *My Account.*

Improved online claims experience

- By selecting the information icon (i), members can immediately see the details of **You Owe.** Navigating to the Claim Details page is no longer necessary. (See 1, below.)

- **Provider Charge** has been added to each claim on the claim search results page. (See 2, below.) Provider Name was formerly located in this space. It has been moved next to the claim type. (i.e. Medical or Dental. See 3, below.)



- A simplified timeline display shows the progress of a claim through the system, start to finish. (See 4, below.)

- more -

New Face ID capability
CareFirst members using an iPhone X can now quickly and securely log in to *My Account* with their phone's Face ID feature instead of entering a username and password.

Apple Wallet compatibility added
CareFirst mobile app users (on Apple devices) can now export selected policy information from *My Account* to their Apple Wallet for convenient, anytime access to their coverage.

(Wallet app icon as displayed on Apple devices.)

Digital ID card enhancements

- **New notifications**
  New members and existing members–who receive *new* ID cards–will now be notified when their ID card is available in *My Account*. Notifications will be sent by text or push message or by email, depending on the member's Communication Preferences* settings in *My Account*.

  (***Communication Preferences** can be modified by logging in to *My Account*, selecting your profile's drop down menu, then choosing Electronic Consent. Communication Preferences will display.)

- **Advance availability**
  ID cards will now be available in *My Account* up to 60 days ahead of a member's effective date. To access their cards in advance, members must provide their social security number (SSN) when they enroll for coverage (the SSN is needed to register for *My Account*). Existing members who will be issued a new ID card may see both their current and their pending/new card in *My Account*.

Health spending account balance and transaction history
Health Reimbursement Account (HRA), Flexible Spending Account (FSA) and/or Blue Rewards balances, can now be viewed from the Claims page in *My Account*. Formerly, members could only see their Health Spending Account (HSA) balance information, if applicable.

Members can also quickly view their recent account history via a new Spending Account Transactions option. For those who want a more comprehensive understanding, they can simply expand the recent view to display their full history. And for members with HSAs or Blue Rewards specifically, an alert now appears when additional documentation is required to complete their account transaction.

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

Sincerely,

Timothy Matthews
Vice-President, Sales
Small-Medium Group SBU