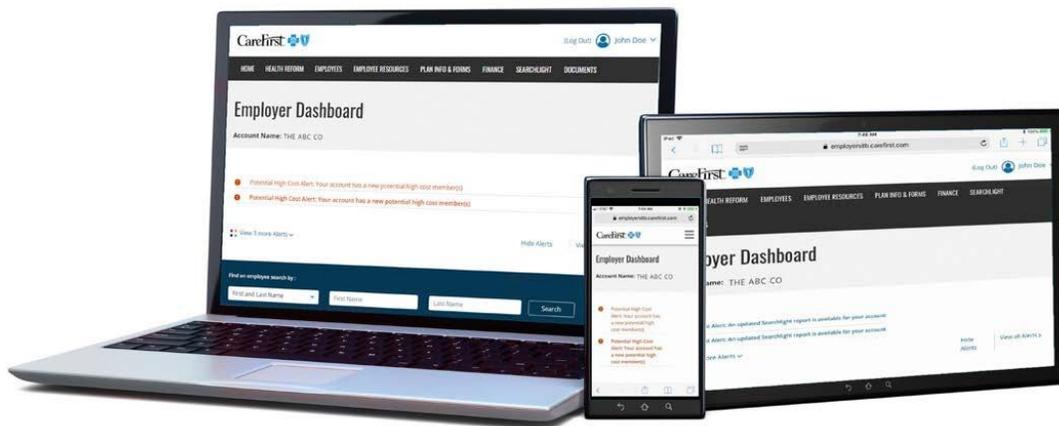


For brokers, general producers and full-service producers

*Not intended for distribution to groups or members*

## CareFirst's Employer Portal Redesigned for a Better User Experience Enhancements Effective October 26

CareFirst's employer portal user experience is improving! We're updating the platform technology for noticeably improved reliability and performance – and refreshing the design to align with other CareFirst websites (i.e. *My Account*, CareFirst.com). The enhancements, outlined below, are effective October 26:



- **Design and usability**
  - The fresh and intuitive design of the employer portal now aligns with other CareFirst portals.
  - Breadcrumbs have been incorporated to streamline navigation.
  - Links are located on the right side of the webpage.
  - The landing page has been redesigned to reduce the number of 'clicks' needed to maneuver through the portal.
  - Features used most—like billing and employee search—are up front and easier to find.
- **Technology and other updates**
  - Upgraded coding and platform technology provide improved performance, reliability and response times.
  - The new responsive design delivers the same user experience across mobile devices and desktops.
  - Employers can view their administrative and claims invoices in either .PDF or Excel versions.
  - Employers with BlueFund accounts can now single-sign on to manage their information.
  - Accounts will now be able to view the same high-level medical benefits that are available to members in *My Account*.

- more -

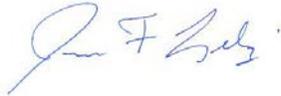
**Communications**

To promote the portal's technological improvements to accounts, we have:

- Created a new portal enhancement flier (attached)
- Added a promotional note on employer portal login page
- Developed two post-launch emails highlighting the enhancements and inviting employers to log in and explore the updates (will be sent first and second week of November, following the launch)

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

Sincerely,

A handwritten signature in blue ink, appearing to read "Jim Leleszi".

Jim Leleszi  
Vice President, Sales  
Large Group SBU



# CareFirst's Employer Portal

## Redesigned for a better experience

We've made exciting enhancements to the employer portal to help simplify and improve your overall experience. The most relevant and useful information is now quickly accessible, saving you time and effort.

### Enhanced design and usability

The first thing you'll notice is the fresh look. In addition to the new menu, the overall style and format now align with *My Account*, our member portal. The intuitive design makes it easier for you to locate the features you use most—like billing and employee search—and the addition of breadcrumbs enables effortless navigation. Also, the dashboard view is now variable based on a user's role and access credentials.

### Platform/technology updates

Improved performance and reliability are just two of the new platform's major benefits. The responsive design also delivers the same user experience across mobile devices, tablets and desktops, giving you access to important information when and where you need it.

**Access employer portal resources  
24/7 on your smartphone!  
Visit [employer.carefirst.com](http://employer.carefirst.com)**

