

For brokers, general producers and full-service producers

Not intended for distribution to groups or members

Date: January 24, 2019

Market: All

New Member Notifications When ID Card Is Available Online

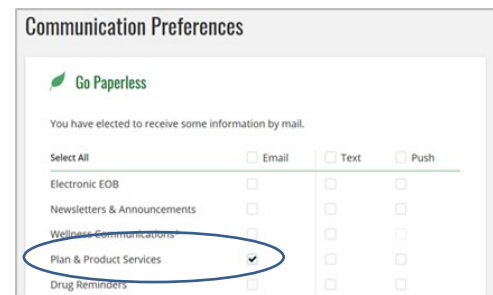
Members will now be notified by email, text or push message when their new ID card is available in *My Account*. Members can quickly and conveniently view, print or email their member ID card and use until the actual card arrives.

Beginning the week of January 21, notifications will be sent to both new CareFirst members and existing members who have updated their plan or product selections (i.e., medical, dental, pharmacy and/or vision).

Applicable for desktop and mobile users

Registered *My Account* members will receive a notification (email, text or push message) alerting them of the new ID card availability if,

1. They have provided electronic consent to receive email, text or push messages (for *Plan & Product Services*, see image to right), and
2. They have confirmed the applicable contact information (email or mobile number)



The screenshot shows a 'Communication Preferences' form. At the top, it says 'Go Paperless' and 'You have elected to receive some information by mail.' Below this, there are three columns of checkboxes: 'Email', 'Text', and 'Push'. The 'Email' column has a 'Select All' link and a checked box for 'Plan & Product Services'. The 'Text' and 'Push' columns have unchecked boxes for all categories. A blue oval highlights the 'Plan & Product Services' row in the 'Email' column.

	Email	Text	Push
Select All	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electronic EOB	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newsletters & Announcements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wellness Communications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plan & Product Services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drug Reminders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Non-registered *My Account* members will receive a notification (email, text or push message) alerting them of their ID card availability—and encouraging them to register for *My Account*—if **during enrollment**,

1. They provided their email or mobile information, and
2. They provided electronic consent, and
3. They confirmed the applicable contact information (email or mobile number).

For more information

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