

For brokers and producers only

Date: August 22, 2019

Market: **All (except Medicare Supplement)**

Targeted Member Outreach Campaign Update

As previously communicated, targeted member communications will be sent to reinforce the importance of preventive care and remind members to schedule their recommended screenings, immunizations and exams. Many of these services are covered at no cost.

Background

Chronic diseases, such as heart disease, cancer and diabetes are responsible for seven of every 10 deaths among Americans each year and account for 75% of the nation's health spending. These chronic diseases are largely preventable or can be detected early through preventive care.

Additionally, CareFirst is rated by our performance against HEDIS—health care measures that make a meaningful impact for our entire membership. The Healthcare Effectiveness and Data and Information Set (HEDIS) helps identify opportunities to close gaps in care and decrease the use of costly acute care through preventive services. This year we are focusing on measures for cancer screenings (cervical and colorectal), blood pressure (hypertension) screening and diabetes care.

Our research on last year's campaign found most members thought the communication showed that CareFirst cared about their health and is committed to helping them stay on track.

Member communications

A [personalized health checkpoint](#) will be mailed to 435,000 members identified through claims analysis as having gaps in care for specific measures. The health checkpoint will be in a sealed envelope for privacy. There are two versions of the mailer – one for our commercial population (mailing later this month) and one for FEP members (mailing in late September).

Members who have provided their email address and e-consent will receive an [email](#) at the end of this month directing them to log in to *My Account* to view their personalized health checkpoint.

For more information

Please contact your broker sales representative with questions.