

For brokers and producers only

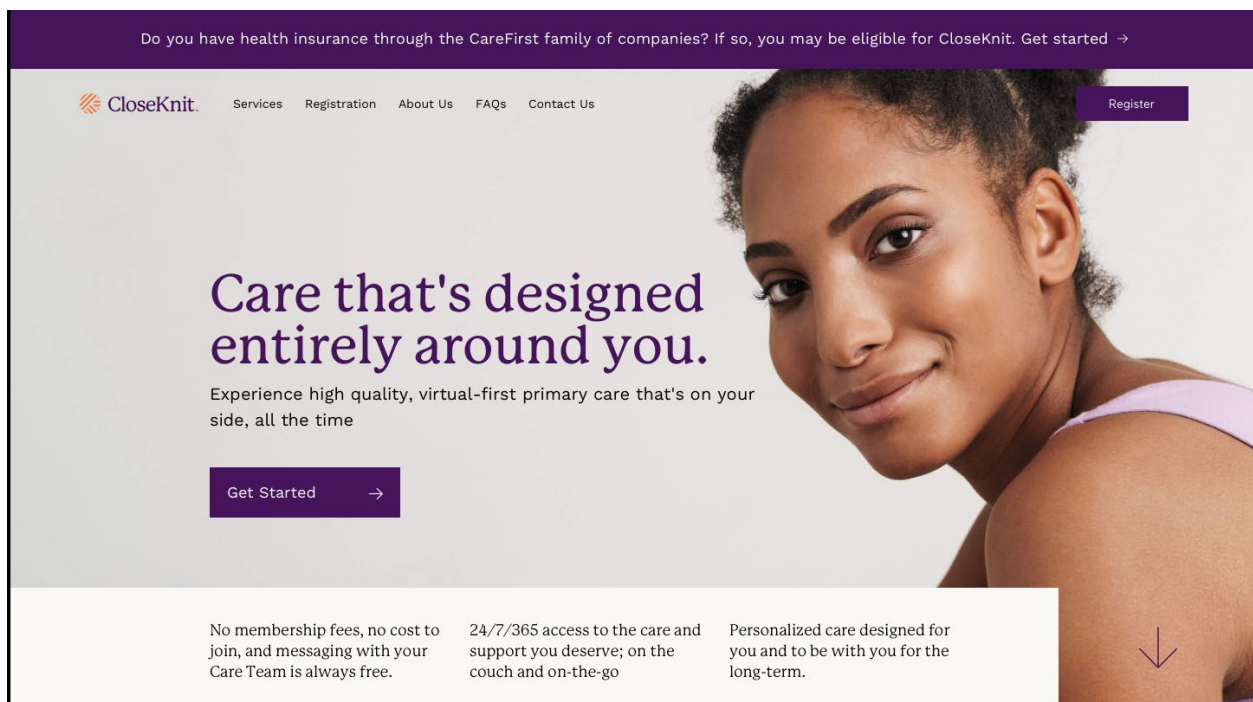
Date: September 16, 2021

Markets: Commercial

CloseKnit Is Now Live!

Yesterday, all CareFirst members were made aware of our exciting launch of [CloseKnit](#)—our new virtual-first, primary care practice. This innovative solution is available exclusively to our commercial members and will help us advance our commitment to making a difference in the lives of those we serve.

CloseKnit marks a “first” for our organizations’ history—entry into the care delivery market. It’s a convenient, affordable and accessible choice for your clients and their employees, expanding their CareFirst provider network for whole health primary care services available 24/7/365.



The screenshot shows the CloseKnit website landing page. At the top, a purple banner contains the text: "Do you have health insurance through the CareFirst family of companies? If so, you may be eligible for CloseKnit. Get started →". Below this is a navigation bar with the CloseKnit logo and links for Services, Registration, About Us, FAQs, and Contact Us. A "Register" button is visible in the top right corner. The main content area features a large image of a smiling woman. The headline reads: "Care that's designed entirely around you." Below the headline is the subtext: "Experience high quality, virtual-first primary care that's on your side, all the time". A "Get Started →" button is positioned below the subtext. At the bottom, three columns of text describe the service: "No membership fees, no cost to join, and messaging with your Care Team is always free.", "24/7/365 access to the care and support you deserve; on the couch and on-the-go", and "Personalized care designed for you and to be with you for the long-term." A downward-pointing arrow is located in the bottom right corner of the page.

Client Support

In the coming days, you’ll receive an email from your CareFirst representative that will include more information as well as email templates to use in communicating with your clients announcing the launch of CloseKnit.

Finally, if you and your family members are covered by a CareFirst health plan, we invite you to [register](#) for CloseKnit. Registering is quick and easy. All you need is your member ID number. With CloseKnit, you can experience patient care that's comforting, compassionate and entirely designed around YOU.

For more information

Please email us with any questions at hello@closeknithealth.com.