

For brokers and producers only

Date: September 30, 2021

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

## Video Visit Fall Enrollment Campaign Paused

Due to the launch of CloseKnit, we are pausing the Video Visit fall enrollment campaign until further notice. Members currently enrolled will continue to receive emails and platform notifications.

Here are a couple of talking points if you need to update your accounts:

### **Why is CareFirst pausing the enrollment campaign?**

CareFirst recently entered into the care delivery market by offering CloseKnit, our virtual-first primary care practice. To spotlight this new option, we are holding off on future direct-to-member Video Visit enrollment communications.

### **What about currently enrolled members?**

Members with a Video Visit account will continue to receive emails and platform notifications.

We will keep you updated as we learn more.

### **For more information**

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