

For brokers and producers only

Date: December 9, 2021

**Markets: Group Medicare Advantage**

## CareFirst offers Employer Group Medicare Advantage Plans

In January 2022, CareFirst BlueCross BlueShield will enter the Group Medicare Advantage market with the implementation of a PPO (preferred provider organization) plan with prescription drug coverage to the following Maryland and Washington, D.C. based large group employers: Mayor and Town of Ocean City, County Commissioners of Worcester County, Transit Employee's Health and Welfare Fund, and DC Government. In addition, through a relationship with Anthem, CareFirst will enter Northern Virginia while offering a PPO plan with prescription drug coverage.

CareFirst has significant experience in the retiree market, serving more than 100,000 group retirees. The addition of Group Medicare Advantage plans offers employers a more affordable option than many other plan choices enabling employers to offer benefits similar to current coverage with expanded supplemental benefits like hearing aids, vision care, and fitness programs.

Brokers should hold consultative discussions with accounts on their current retiree plan offerings if any, and the account's plans for retiree coverage in the future to better understand if a CareFirst BlueCross BlueShield Group Medicare Advantage plan is a good fit.

CareFirst will issue a press release on December 14 to inform members, employer groups and other residents in our service area about this launch.

Frequently asked questions can be found [here](#). Brokers who want to learn more about CareFirst's new Group Medicare Advantage plan can contact their assigned Sales or Account Consultant. Also, Paul Norman is available to assist with questions at [paul.norman@carefirst.com](mailto:paul.norman@carefirst.com) or direct at 410-998-5992.