

For brokers and producers only

Date: December 9, 2021

Markets: Commercial (includes FEHBP)

Promoting CareFirst's Suite of Virtual Care Options

Recently, CareFirst launched two new virtual care options to increase access to quality care: [CloseKnit](#), a virtual-first, primary care practice, and a [Behavioral Health Digital Resource](#) available through our collaboration with [7 Cups](#).

These offerings expand our existing suite of virtual care solutions available to members, including [CareFirst Video Visit](#) and virtual care services offered through [MedStar Health](#) and [Privia Health](#), two of our value-based care provider partners.

To streamline the messaging and ensure members are not inundated by outreach from different partners, CareFirst has developed communications, which we will also manage.

Communication tactics include:

- Updated [virtual care landing page](#)
- Updated [member flier](#)
- New [account flier](#)
- Member emails for 51+ fully insured group members
 - Email 1, urgent care theme, sending December 8
 - Email 2, holiday stress theme, sending December 15

Ultimately, our goal is to educate and remind members of the convenient virtual care options they can access for anytime-anywhere care during the pandemic, and beyond.

For more information

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