

For brokers and producers only

Date: January 20, 2022

**Markets: Group**

## Blue Distinction Specialty Care-New Member and Account Materials

The Blue Distinction Specialty Care recognition program identifies healthcare facilities with proven expertise in delivering specialty care. Blue Distinction Specialty Care focuses on high-impact, complex care areas that have significant variation in quality and cost, which can considerably impact employers' bottom line and their employees' healthcare outcomes, as well as their experience.

New Blue Distinction Specialty Care resources are now available to share with your CareFirst accounts. The member flyer introduces CareFirst members to Blue Distinction resources when seeking specialty care. Members can research and compare doctors and hospitals using [Find A Doctor](#) or use the Blue Cross Blue Shield Association (BCBSA) [National Doctor and Hospital Finder](#) to locate national providers and facilities. Regional and National sell sheets highlight Blue Distinction Centers and Blue Distinction Centers+ within the CareFirst service area and nationwide.

See [Blue Distinctions Specialty Care | CareFirst BlueCross BlueShield](#) for additional details.

### Blue Distinction Specialty Care Materials

New member and account materials are now available.

- [Member flyer](#)
- [Regional sell sheet](#)
- [National sell sheet](#)

### For more information

If you have any questions, please contact your account consultant.