

For brokers and producers only

Date: June 9, 2022

Markets: Commercial

Launch of Small Group Hybrid Sales Team

As CareFirst continues to evolve our sales organization to meet the needs of our broker partners, we have an exciting announcement regarding our Small Group market.

Soliciting feedback from brokers is a critical step in assuring we are making decisions that make it easy for you to do business with us. Acting on this feedback is even more important. The feedback we have received often points to having a multitude of sales contacts as a shortcoming of our broker engagement and communication strategy. To address this issue, we are merging our renewal and new business units in the Small Group segment to create a hybrid role that will handle all ACA business for your agency. This single point of contact should make communicating with your CareFirst team easier. It will also empower our representatives to build more meaningful relationships with you and truly be accountable for the customer experience.

This change launched on June 1, 2022, for accounts effective on September 1, 2022.

Should you have any questions about this process or how it impacts your agency, please contact your full-service producer or wholesaler.

We look forward to serving you more effectively very soon!

For more information

If you still have questions, please contact your CareFirst Account Consultant.