

For brokers and producers only

Date: November 12, 2020

Markets: All (except Medicare Supplement)

CareFirst Video Visit Marketing Campaign

CareFirst has partnered with Amwell on a targeted marketing campaign to members who haven't registered for Video Visit. The goal of the campaign is to encourage these members who have not yet registered to do so by visiting carefirstvideovisit.com so they're ready when they need care.

Members will receive a [mailer](#) and/or [email](#) and, if they register before the indicated date, will be entered in a raffle for one of ten \$50 Amazon gift cards. The campaigns are launching next month and will run through February.

For more information

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