

For brokers and producers only

Date: June 25, 2020

Market: All

2020 Vitality Mails to Subscribers this Month

This month, Vitality, CareFirst's annual member publication, was sent by US mail or email to medical subscribers, including those in the Federal Employer Health Benefits Plan (FEHBP).

Vitality is distributed once every 12 months to:

- Deliver legally required notices
- Provide general coverage information and updates
- Highlight value-added programs and services
- Feature health and wellness resources
- Assist with National Committee Quality Assurance (NCQA) accreditation requirements

Delivery Schedule

- Print distribution begins this month.
- Electronic distribution began the week of June 22 for subscribers who provided electronic consent. To manage the delivery volume, emails will be released in batches throughout the week.

Throughout the year, members can visit carefirst.com/vitality for the latest issue.

Excluded Audiences

- Subscribers with only dental or vision plans*
- FlexLink accounts
- NCAS accounts
- FEP Standard or Basic Plans

*These subscribers will receive legally required notices through a separate mailing managed by CareFirst's Mandates Implementation department.

As a reminder, subscribers can elect to receive future issues of *Vitality* electronically by updating their *Communication Preferences* in *My Account*. To make this selection, log in to *My Account*, then:

1. Select the drop-down menu in the upper right corner next to the subscriber's name.
2. Select **Communication Preferences**.
3. Choose **Change** located next to the **Electronic Communication** option, then check the email box for **Newsletters & Announcements**.
4. To accept the changes, be sure to hit **Save** at the bottom of the screen before closing the window.

NOTE: At this date, subscribers who update their settings to electronic consent will receive *Vitality* by email beginning with the next (2021) issue.

For more information

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