

CAREFIRST BLUECROSS BLUESHIELD [AEP] BROKER EMAILS
Updated for 2021

EMAIL 1

Subject line:

Let's schedule your AEP plan review!

Hi [Name],

The Medicare Annual Election Period (AEP) is here! Call me today at <1-XXX-XXX-XXXX> to schedule your FREE, no obligation personalized benefit review. I can help you go over your Medicare plan options for 2022 and determine which plan is right for you.

We can also discuss the new CareFirst BlueCross BlueShield Medicare Advantage HMO plans designed exclusively for Maryland residents. These all-in-one plans offer premium rates among the lowest in the state, starting at just \$35 a month and include:

- \$0 Medical or Prescription Drug Deductibles
- Preventive Dental
- Prescription Drug Coverage
- Routine Eye Exam With Eyewear Allowance
- Hearing Exams and Hearing Aids
- Annual Physical Exam
- 24-Hour Nurse Advice Line
- CareFirst Video Visits (Telehealth)
- Fitness Program (Virtual Classes, No Cost Gym Membership, Online Resources)
- Worldwide Emergency and Urgent Care Services
- And More

Don't wait! The deadline to enroll is December 7.

[Sign off]

Producer Name, Producer Title

[CTA]

To learn more, visit:

<broker website>

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For a complete list of available plans please contact 1-800-MEDICARE (TTY users should call 1-877-486-2048), 24 hours a day/seven days a week or consult www.medicare.gov.

CareFirst BlueCross BlueShield Medicare Advantage is an HMO plan with a Medicare contract. Enrollment in CareFirst BlueCross BlueShield Medicare Advantage depends upon contract renewal.

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