

For brokers and producers only

Date: May 16, 2019

Market: **All (Excludes Medicare Supplement)**

New CareFirst Video Visit Services Available

In March 2016, CareFirst launched Video Visit urgent care services through American Well. Earlier this month, we launched additional services – behavioral health (therapy and psychiatry), diet and nutrition assistance and lactation support. Members can schedule appointments for these new services to suit their needs.

Registration is easy. Members can sign up at carefirstvideovisit.com or download the CareFirst Video Visit mobile app for iOS or Android.

Marketing materials

The following resources are available to promote CareFirst Video Visit and these new services:

- Account materials
 - [Email template](#)
 - [Employee education campaign](#) (under Health Topics/Online Tools)
- Member materials
 - [Flyer](#)
 - [Web content](#) (includes new content for each service)
 - [FAQs](#)

We plan to promote Video Visit throughout the year using various communication channels including Sharecare, Vitality, social media and others.

Additionally, we're working with American Well on targeted member communications, including an email series and a mailer. Details on target audiences and timing are coming soon.

For more information

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