

## For brokers and producers only

Date: June 13, 2019

Market: All

## 2019 Vitality Mails to Subscribers this Month

This month, *Vitality*—CareFirst's annual member publication—will be distributed (US mail or email) to medical subscribers, including subscribers 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 Friday, June 14.
- Electronic distribution begins the week of June 17 to subscribers who have provided electronic consent. To manage the delivery volume, emails will release in paced batches throughout the week.

Throughout the year, members can visit [carefirst.com/vitality](https://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 into *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 and 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:** Subscribers who update their settings to electronic consent will receive *Vitality* by email beginning with the next (2020) issue.

### For more information

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