

For brokers and producers only

Date: August 8, 2019

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

## CareFirst Video Visit Marketing Campaign

To encourage members who have not yet registered for [CareFirst Video Visit](#) to do so, we are partnering with American Well on a targeted marketing campaign (next two pages). Members will receive a mailer and/or email and, if they register before October 15, 2019, will be entered in a raffle for a \$250 American Express gift card. CareFirst employees are not eligible for the raffle.

### Campaign Timeline

#### ***Mailer***

Mid-August: First wave will be sent to specific Large Group ASO accounts.

Mid-September: Second wave will be sent to a subset of risk accounts.

#### ***Email***

Throughout August and September, a series of emails will be sent to non-registered members with email addresses and e-consent on file.

### For more information

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

## Mailer



Sign up for CareFirst Video Visit today for a chance to win a \$250 American Express gift card.

## Sick happens. Be ready.

Get 24/7 access to a doctor when you need it using CareFirst Video Visit.



Dear <first name>,

As a CareFirst BlueCross BlueShield member, video visits are a covered benefit under your health plan. Through CareFirst Video Visit you can talk to a doctor in minutes with no appointment or long wait times. It's a great option for care when your own doctor isn't available and more convenient than a trip to urgent care. All you have to do is sign up to use it!

Sign up for free today and you can:

1. Visit with a board-certified doctor 24/7 on your smartphone, tablet or computer.
2. Get care for common health problems like the flu, a cold, cough, fever, sinus infections, pink eye, skin rash and more!
3. Feel better faster. Doctors can assess your condition, provide a treatment plan and send a prescription to the pharmacy of your choice, if needed.\*



Sign up for free today!

Go to [carefirstvideovisit.com](http://carefirstvideovisit.com) or download the CareFirst Video Visit mobile app.



CareFirst BlueCross BlueShield is the shared business name of CareFirst of Maryland, Inc., and Group Hospitalization and Medical Services, Inc. which is an independent licensee of the Blue Cross and Blue Shield Association. The Blue Cross and Blue Shield Names and Symbols are registered service marks of the Blue Cross and Blue Shield Association.

\*Prescription availability is defined by physician judgment.

**Contest Rules:** This contest is available to anyone, excluding CareFirst employees, who registers for CareFirst Video Visit at [www.carefirstvideovisit.com](http://www.carefirstvideovisit.com) between August 1, 2019 and October 15, 2019. Prize drawn by November 1, 2019. Prize is one \$250 American Express gift card. Sponsored by American Well, 75 State Street, Boston, MA 02109. Prize cannot be redeemed for cash or resold. No purchase necessary to participate. By registering for CareFirst Video Visit, you agree to be bound by these "OFFICIAL RULES." Winners selected randomly. Odds of winning are determined by the number of entries representing the number of those who registered during the contest. If winner is found ineligible, fails to comply with contest rules, or chooses not to accept the prize, winner's claim to the prize is forfeited, and an alternate winner will be selected randomly. CareFirst will notify winners via email within ten business days following the drawing. CareFirst is not responsible and will not be liable for an unsuccessful attempt to notify the winner. The determination of eligibility and all other interpretations of these rules are at the discretion of American Well. American Well reserves the right to change the contest rules or duration, terminate the contest at any time, or disqualify anyone found to be (a) tampering or attempting to tamper with the registration process or (b) violating these official rules. American Well is not responsible for any problems experienced with telephones, telephone lines, email transmissions, Internet connectivity, Internet access, web servers, or any unforeseen circumstances that do not allow connectivity to CareFirst Video Visit. Prizes will not be replaced if lost or stolen, and are not transferrable. All taxes are the responsibility of the winner. Any personally identifiable information collected through the registration process will be subject to the CareFirst Video Visit privacy policy, available on CareFirst Video Visit.

**PRIVACY STATEMENT:** Name and email address provided in conjunction with this contest will be used by CareFirst for the sole purpose of notifying a prize winner and will be kept only as long as required by law. Information will not be sold, rented, or given to any other third party.





Register today for 24/7 access to providers.



**Don't miss out - register today for a chance to win!**

Getting sick is inconvenient, but getting care shouldn't be. Now, you can talk with a doctor by video on your smartphone, tablet or computer. You can see a provider online for common conditions such as sinus infections, fevers, cold and flu, allergies and pinkeye.

Register now for CareFirst Video Visit and start taking advantage of our benefits, including:

- **Unlimited video visits** with trusted providers from the comfort of your home
- **Peace of mind** with a provider "on call" 24/7 to provide quality care to you and your family when your regular doctor is unavailable
- **Referrals and prescriptions** called in to the pharmacy of your choice, if needed

Register by **October 15, 2019** and you'll be entered for a chance to win a **\$250 AMEX gift card!** [Read contest rules.](#)

[Get Started](#)

