

## For brokers and producers only

Date: January 21, 2021

**Markets: All**

### Medicare Advantage Plan Year Began January 1

January 1, 2021, marked the beginning of the plan year for our two new CareFirst BlueCross BlueShield Medicare Advantage HMO plans.

The expansion into Medicare Advantage (MA) is an important milestone in fulfilling CareFirst's mission to provide affordable and accessible healthcare, and our vision to expand our reach and become the carrier of choice for members at all stages of life.

After months of hard work launching MA, we're excited and ready to serve the needs of approximately 2,000 new enrollees in Maryland. And we couldn't have done it without you. We truly value your partnership and contributions. With your support, we'll continue to expand our membership throughout 2021.

### Upcoming sales and member servicing opportunities

- Engage existing clients and pursue new members aging into Medicare and those eligible for a Special Enrollment Period (SEP).
- A reminder that the Open Enrollment Period (OEP) runs January 1-March 31. Please review the [OEP job aid](#) to familiarize yourself with the rules of engagement during this period.

### Helpful resources

- The Resources tab on CareFirst's [broker portal](#) contains a variety of valuable materials to support you, including many items specific to the new MA plans.
- Our new [Medicare website](#) is a great resource for plan information.

Thank you for your continued support and partnership as we strive to deliver the benefits, services and programs our members need to optimize their health and wellness.

### For more information

Please contact [Agent Sales Support](#) at 833-601-0461 with any questions.