

## For brokers and producers only

Date: February 18, 2021

**Markets: Medicare Advantage**

### Welcome Event for New Medicare Advantage Members on February 25

CareFirst is hosting a live virtual event on Thursday, February 25, to welcome new Medicare Advantage (MA) plan members and share important information about their plan.

For many of our new members, this will be the first live interaction they will have had with CareFirst since our plan year started on January 1, 2021.

The goal of the event is to increase member retention by reaching out to new members to address questions that might otherwise result in disenrollment.

The attached invitation has been mailed to all new MA members. The event is also being promoted on the My Account member portal and the MA Facebook page. Following the event, attendees will be asked to complete a post-event survey to drive future events. Those that did not attend will be encouraged to watch a replay via My Account.

#### Event Objectives

- Improve retention by proactively communicating with members
- Welcome new members to CareFirst and offer an opportunity to learn about their plan
- Educate and coach members on how to get the most from their benefits, contact us, access care and use the embedded benefits available to them
- Reinforce their choice to join a CareFirst Medicare Advantage plan

#### Event Agenda

- Welcome to CareFirst
- Plan Benefit Highlights
- Stretch Break Led by SilverSneakers
- Getting Started with My Account
- COVID-19: Services Covered by Your CareFirst Plan
- Closing Remarks

Additional content will be available via My Account:

- Getting the Care You Need When You Need It
- Prescription Drug Benefits
- Overviews of NationsHearing, SilverSneakers and Video Visit

#### For more information

Please contact [events@carefirst.com](mailto:events@carefirst.com) at with any questions.