

For brokers and producers only

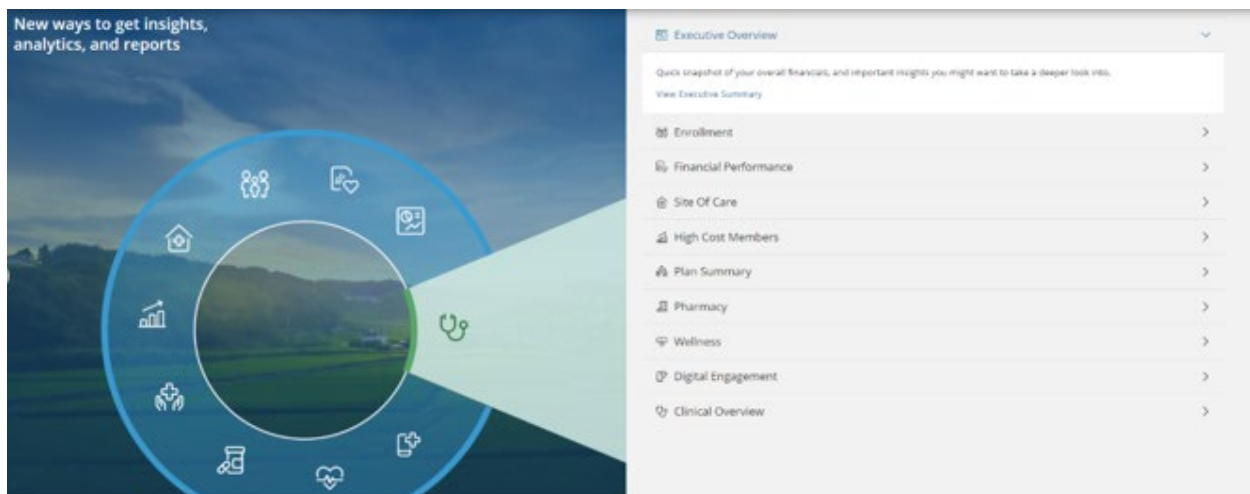
Date: February 18, 2021

Markets: 100+ Fully Insured and Self-Funded

New Account Insights Reporting Tool Launched on February 17

CareFirst BlueCross BlueShield (CareFirst) is excited to announce the successful launch of our new, interactive reporting tool—Account Insights. Offering true self-service and real-time data delivery, our new flexible reporting tool is available to you and your clients—with more than 100 contracts already enrolled.

Account Insights features improved functionality, intuitive design and enhanced customization capabilities. It was developed to be similar to a website and, allow users to create their own unique journey.



All-New Features & Functions

With Account Insights, you and your clients can request, retrieve and review data in real-time. This increased efficiency can help you make informed decisions more easily.

Account Insights lets you:

- Choose filter options to customize reports based on your needs
- Slice data down to the next level of details
- See data in table or graph format
- Enable Light or Dark mode viewing

More specifically, you can:

- Break out utilization and paid claim costs
- View data on Social Determinants of Health
- Get a fuller view of Urgent Care use
- See engagement in Care Support Programs, Video Visit and Nurse Advice Line
- Access wellness, clinical and specialty product reporting
- Compare members (clinical, chronic conditions, cost, trends, etc.)

See Account Insights in Action

Visit the Broker Portal on carefirst.com and log in using your current username and password. Look for more enhancements to come throughout the year.

For more information

If you have any questions, please contact your CareFirst Account Executive.