

*For Distribution to Brokers/Administrators/Wholesalers/DBEs Only*

May 1, 2008

## **New Broker Express System for Quotes, Proposals and Account Installation Transition to begin in May – continue throughout 2008**

**MARKET: 1-50 MD, DC, VA and Non-MSGP**

CareFirst BlueCross BlueShield (CareFirst) is extremely pleased to announce that we have developed one consolidated system for quotes, proposals and installation of accounts. Once fully launched, the new Broker Express system will include all existing functionality of both the current Broker Express and PC RateQuote systems. Our rating/quoting methodologies will not change and there will be no impact to RateFirst.

The new Broker Express system makes it easier for Brokers, Wholesalers and DBEs to do business with CareFirst; providing improved service, streamlined processes and better technology.

We are planning to release the new Broker Express system in several phases throughout 2008. In May 2008, current Broker Express users will begin to use the new system for 1-50 new prospect quoting, for effective dates of 8/1 and beyond, for all jurisdictions. They will also use the new system to update benefits of those new prospects with 8/1 or later effective dates.

Before the new system is available, all current Broker Express users will receive additional information including how to access and use the new system. Please expect this information in early May.

Wholesalers and DBEs that use the current Broker Express system to access the Sales Electronic Ordering System (SEOS) will receive further instruction in the coming weeks.

We hope you share in our enthusiasm for this upcoming launch and we will keep you updated on future release dates.

Should you have any questions, please contact your Broker Sales Representative.



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