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May 23, 2008

Telephonic COB Survey Pilot for Members Begins June 2nd

MARKET: All

As you may know, CareFirst BlueCross BlueShield (CareFirst) mails questionnaires to members regarding their Coordination of Benefits (COB) information. In an effort to increase the volume of member responses, CareFirst has contracted national vendor, Silverlink, to pilot a customized call-outreach program. This vendor has worked with other health insurers and Blues Plans to implement similar surveys.

Beginning June 2, 2008, Silverlink will contact members of CareFirst of Maryland, Inc. (CFMI) products including Maryland Point of Service and Preferred Provider Network (excluding any State, City and FEP members) to verify their other insurance coverage. Through July 31, 2008, Silverlink is expected to contact approximately 80,000 members.

Through this automated call survey, CareFirst can collect information relative to a member's COB while asking the same questions that were included on the written questionnaire. The purpose of the survey is to make sure our member records are updated correctly in our system so that claims are paid properly.

Please note that members will be informed that CareFirst is calling to collect COB information that will only be used to update member records, when applicable, with their alternative insurance coverage. There will be no mention of Silverlink during these phone calls.

Once the results from the COB pilot are analyzed, a decision will be made about the method for collecting COB information from members in the future. Members who have questions related to the COB call survey will be advised to contact the CareFirst COB Hotline at 1-877-849-9297, Option #2.

We wanted to make you aware of this survey in the event that your clients contact you.

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



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