



## Broker Blast (2/3/2022)

Subject: Capital Blue Cross ~ Member Appreciation Events, OTC & Healthy Food, and Producer Support

### Member Appreciation Events

Capital wants to make sure your Medicare clients get the most out of their healthcare coverage. In February and March, we will host a series of Member Appreciation Days. Members can stop by to learn about the extra benefits they get with their Medicare Advantage plan. This includes dental care, wellness programs, preventive screenings, and support services. We encourage members to attend the event near them.

- Free health screenings
- Explore healthy living options
- Learn how to earn up to \$235 in healthy behavior rewards
- Register to win prizes
- Enjoy food, fun, and festivities!

### Over-the-Counter (OTC) Drugs and Healthy Food & Produce Allowance

Don't forget—in 2022, Capital is giving Medicare members more flexibility and more convenient ways to access their OTC and healthy food allowances with our new debit card. As we work hard to improve our member's experience with these new programs, we thank you for your patience. Please make a note of these helpful reminders:

- The more popular OTC retailers in our area include CVS, Rite Aid, Walgreens, and Walmart.
- Members must qualify and opt into the program for the healthy food and produce allowance. Qualifying conditions include diabetes, chronic lung disease, cardiovascular disease and congestive heart failure. Once we receive a qualifying medical claim from a provider, a letter is sent to the member with instructions on how to opt-in to the benefit.
- The more popular retailers for healthy foods in our area include Aldi, BJ's Wholesale Club, Giant Food Stores, Redner's Markets, Sam's Club, Weis Markets, Walmart, and Wegmans.

For more information, visit our [website](#) or contact NationsBenefits.

- NationsOTC | 877.240.8232
- Healthy Food & Produce | 877.211.1462

### Producer Support

Patrick Rohrbaugh recently joined Capital as a Broker Manager. I will be making one-on-one introductions with anyone who will be working directly with Patrick. Remember—our team is here to support you.

- Kervis Caraballo | Broker Manager | 717.418.7278 | [kervis.caraballo@capbluecross.com](mailto:kervis.caraballo@capbluecross.com)
- Jen Valley | Broker Manager | 717.576.5542 | [jennifer.valley@capbluecross.com](mailto:jennifer.valley@capbluecross.com)
- Patrick Rohrbaugh | Broker Manager | 717.541.7154 | [patrick.rohrbaugh@capbluecross.com](mailto:patrick.rohrbaugh@capbluecross.com)

Laurel Amodei is the new Government Programs Sales Coordinator, replacing Cecilia Keesecker who retired in November. Laurel and the rest of the Sales Operations team will be assisting with inquiries related to application status, pre-enrollment kits etc., via the Medicare Producer Inquiry mailbox at [CBCMSPI@CapBlueCross.COM](mailto:CBCMSPI@CapBlueCross.COM). In order to ensure the quickest response, please email the mailbox directly. As always, you may also contact your Broker Manager or the Broker Hotline at **1-844-440-4630**.