



## Welcome to The College Tuition Benefit® (CTB)

The well-being of your employees is important - not just physical and mental health but also financial health. We want to make it easier for employers to offer employees with CareFirst BlueCross BlueShield (CareFirst) health coverage (subscribers) an opportunity to help pay for an eligible family members college.

The College Tuition Benefit®(CTB) is a win-win opportunity for you, as an employer; providing employees with a financial benefit is an important attraction and retention tool. For your employees, the program increases financial security.

### Registering for CTB

Set-up is easy. To use CTB, employees must first sign-up. We urge employers to utilize the most effective registration process by downloading the [link/Employee Census Template](#).

If the census template is not submitted, employees can complete online self-registration by going to [link/xxx](#).

Company Name

Company Registration ID: xxxxxxxxx

An Administrative Toolkit is included with this email to assist with any questions or concerns you might have regarding CTB and to ease the burden of assisting employees with their questions or concerns. There are two quick things that will make your job easier.

1. When employees sign up, welcome emails are automatically generated, but many employees say they do not receive them. Please have employees check their spam / junk folders.
2. Ask your IT department to open the company firewall or email filter to always accept email from [collegetuitionbenefit.com](#), [sagescholars.com](#), [tuitionrewards.com](#) and [marketcapandgown.com](#).

### Tuition Rewards Points

Annual Tuition Rewards will be placed into the CareFirst subscriber's account the second month

following your CareFirst plan's anniversary date. This will be managed by CTB. All you have to do is renew your CareFirst coverage.

Again, this is a fantastic benefit brought to you by CareFirst and CTB. We believe the benefit makes you an employer of choice and allows you to recruit and retain employees by saying, "At our organization, we help put your children, grandchildren, nieces, nephews, stepchildren and godchildren through college." If you have additional questions, please feel free to contact CTB by phone, Monday to Friday, 8:30 a.m. to 4:30 p.m. Eastern time at (844) 244-4086 or via email to [carefirstsupport@collegetuitionbenefit.com](mailto:carefirstsupport@collegetuitionbenefit.com).

Thank you,

The College Tuition Benefit®  
(844) 244-4086  
[carefirstsupport@collegetuitionbenefit.com](mailto:carefirstsupport@collegetuitionbenefit.com)

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[collegetuitionbenefit.com](http://collegetuitionbenefit.com)

To help ensure that you continue to receive from The College Tuition Benefit, please add [admin@collegetuitionbenefit.com](mailto:admin@collegetuitionbenefit.com) to your address book or safe senders list now.

#### **About CTB**

College Tuition Benefit® makes it possible for our benefit partners to provide participants' and policy holders' children, grandchildren, nieces and nephews with guaranteed college scholarships at almost 40% of the National Association of Independent Colleges and Universities, NAICU, thereby addressing American families number one financial and lifestyle concern.

#### **Email preferences**

You are receiving this e-mail because you are the designated contact for KSDC Solutions Inc. If you would like to change your e-mail address or update your preferences, please contact us at [carefirstsupport@collegetuitionbenefit.com](mailto:carefirstsupport@collegetuitionbenefit.com).

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