

ID card updates: Suppression of Print ID Cards



The purpose of this document is to provide you with information about Blue Shield of California's updates to the way members receive their medical ID cards.

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Summary of Suppression of Print ID Cards

1. To honor our member's communication preferences, effective October 17, 2020, members of all lines of business (except Medicare, Medicare Supplement, Medi-Cal and Cal MediConnect) who have opted into electronic delivery of communications will no longer receive printed medical ID cards. These members will be directed to access their digital ID card at blueshieldca.com. Members can also locate their cards in the Blue Shield of California App.
2. More than 60% of our membership have opted into paperless communications and member preference for digital interactions continues to grow. Using digital ID cards instead of print aligns to their preferences and is part of Blue Shield's broader Digital First strategy to improve the member experience and reduce administrative costs.
3. Blue Shield of California is a Digital First company which means new and existing communications are designed and implemented using emails or digital experiences, instead of printing, faxing or mailing.
4. We are honoring our member's preference by interacting with them through the channel of their choice.
5. The initiative supports Blue Shield of California's commitment to provide a personalized healthcare experience for each member.

FAQs - Suppression of Print ID Cards

Project Questions

Q. Which lines of business are impacted?

A. All lines of business except Medicare, Medicare Supplement, Medi-Cal and Cal MediConnect. Our CMS and DHCS-governed plans require that we send a physical ID card regardless of member preference.

About our Members

Q. Which members will be impacted by this change and when will they stop receiving a physical card?

A. Existing members who have registered for blueshieldca.com and opted into paperless communications will no longer receive printed medical ID cards beginning October 17, 2020. This includes new IFP off-exchange members who have enrolled through Zipari and opted into paperless communications.

As mentioned above, Medicare, Medicare Supplement, Medi-Cal and Cal MediConnect members, regardless of their preference, will still receive physical cards due to CMS and DHCS requirements.

Q. How will members who have registered for digital communications be notified that they will no longer receive a physical ID card?

A. Beginning 10/15/20, members who have registered for digital communications will be notified via email that they will no longer receive a physical ID card. The information will include how to access their digital ID card, how to request a physical one if they choose to do so and how to change their communication preference. Anyone who has opted into paperless before 10/13/20 will get this email notification.

If the paperless member has a change that triggers a new card, they will receive an email notification when their new digital card is available.

Example scenarios of member communications:

Q4 Renewal with Change	New Member	Existing Member without Plan Change
<p>Jerry is a member with an upcoming plan renewal on 12/1/20. Jerry has opted into paperless communications</p> <ul style="list-style-type: none"> • He will receive an email notifying him that he will no longer receive physical ID cards because of his paperless preference • Jerry's updated digital ID card will be available 7-10 days after plan change, he will receive an email notification to go to the portal to view the new card • Jerry will also receive an email notification and 1/1/21 digital ID card with the new pharmacy vendor information no later than 1/1/21. 	<p>Pam is a new member with an 11/1/20 enrollment date.</p> <ul style="list-style-type: none"> • She will receive her new physical ID card with a digital sticker prior to 11/1/20. • Pam opts into paperless communication when she receives her physical card. • Pam will also receive a notification and 1/1/21 digital ID card with the new pharmacy vendor information no later than 1/1/21 	<p>Michelle is an existing BSC member and has <u>not</u> opted into paperless.</p> <ul style="list-style-type: none"> • She will receive a new physical ID card with the new pharmacy vendor information and a digital sticker prior to 1/1/21.

Q. Are physical ID cards required for Providers to verify Blue Shield coverage?

A. No, providers can verify the member's coverage and see other important information like copays, coinsurance and deductibles via the member's mobile device.

Help improve the member experience by encouraging Providers to embrace digital technology. Members can share their ID card information with providers via email or text from their smartphones. With the COVID-19 pandemic, digital interactions have become crucial for navigating such times.

Q. What can members expect to see on the digital ID Card?

A. The member's digital ID card includes the same information as their physical card. The digital ID card contains the information that your practice or facility will need to verify eligibility, submit claims and

contact Blue Shield if they have a question. A self-printed ID card from the Blue Shield website is identical to their physical card.

Q. What names will appear on the digital ID Card?

A. For PPO plan members: the subscriber's name will appear on the ID card.

For HMO plan members including Trio plan and POS members: the subscriber and all covered dependents' names will appear on the card.

Q. What are the benefits of digital ID cards for Members?

- A.**
- Ability to view, email and text their card from Blue Shield's mobile app to their provider.
 - Ability to print their card from their mobile app if they have a printer software installed or a printer app on their mobile device.
 - Convenient 24/7 access to their health information and ID cards online at blueshieldca.com and through Blue Shield's mobile app.
 - Opportunity to support the environment by reducing paper and plastic waste.

Q. Will Medicare, Medicare Supplement, Medi-Cal and Cal MediConnect members have access to digital ID cards?

A. Yes, all Blue Shield of California members, regardless of their plan, have access to their digital ID cards through their account at blueshieldca.com or smartphone app. For this population, we are currently required by CMS and DHCS to send them a physical card regardless of their digital preference.

Q. What if a member wants a physical card?

A. Members who would still like their physical ID card can access a copy of the PDF on blueshieldca.com to print, request a printed copy from the website or call Customer Care to receive a printed copy.

Q. How can a member get a copy of their card future-dated for the new calendar year?

A. Members can contact customer service to receive a copy of their future dated card.

Q. How long will it take for a member to receive a printed ID card in the mail after requesting it from Customer Care?

A. The request may take up to 2-3 days to process, although it is likely the order will get processed right away. Specific delivery times will depend on the member's mailing address on file.

About our Employer Groups

Q. When an employer group changes in size and converts to either small group, large group, or premier, do all members receive a new printed ID card in the mail?

A. Due to the change in employer group size, members will be receiving new ID cards. Members who had not previously registered on blueshieldca.com or who had not selected "paperless" communications

preferences, will receive printed ID cards in the mail by 1/1/21. Members who had previously registered on blueshieldca.com and selected "paperless" communications preferences, will be able to access their new ID cards digitally through their member portal on 1/1/21.

Q. Can an employer group view or print ID cards for its members?

A. Brokers and employers can order ID cards through Employer Connection Plus (EC+).

- Employers or brokers using EC+ for member benefits maintenance/enrollment can order ID cards through the portal.
- Groups that do NOT use EC+ for member benefits maintenance/enrollment (e.g. groups using EDI), but have roster view access, can view and print ID cards, or order ID cards, through the portal. This is a new function for these groups, as of September 2020, and visual instructions are provided below.

View ID Cards

home plan administration reports health & wellness settings

Member Roster / Search Your Plans

Home > Plan Administration > Member Roster / Search

Member Information

< Return to Member Roster/Search

View and print replacement ID cards.

View ID Cards

Download as PDF

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JAMES M A HEARN / /Insured

Active as of 04/01/2020

Language: Not Selected

Date of Birth: Social Security Number:

blueshieldca.com/employer/ewa/roster/904972516/0

blue of california

home plan administration reports health & wellness settings

Member Roster / Search Your Plans

Home > Plan Administration > Member Roster / Search

Member Information

< Return to Member Roster/Search

Download as PDF

Get Adobe Reader

JAMES M A HEARN / /Insured

Active as of 04/01/2020

Language: Not Selected

Date of Birth: 05/11/1958 Social Security Number: *****3266

Home Address: 615 12 POPPY AVE CORONA DEL MAR, CA 92625

Home Phone: 9497291071 Cell: 9498708750 Work: 9492394318 Email: jahearn@tngre.com Mailing Address: Same as home address

Order ID Cards View ID Cards

blue of california TriNet

JAMES M A HEARN

04/01/2020 INDIVIDUAL PPO

Emergency \$100

blue of california blueshieldca.com

Order ID Cards

home plan administration reports health & wellness settings

Member Roster / Search Your Plans

Home > Plan Administration > Member Roster / Search

Member Information

< Return to Member Roster/Search

Submit request for hard copy ID cards. Cards usually arrive in 7 - 10 business days.

Order ID Cards
View ID Cards

Download as PDF

Get Adobe Reader

JAMES M A HEARN / [REDACTED] / Insured
Active as of 04/01/2020

Language: Not Selected

Date of Birth: 05/11/1958
Social Security Number: *****3266

About our Providers

Q. Providers often request a copy of the printed ID card. What are we doing to safeguard our member's experience at the provider's office?

A. Our communication strategy includes internal and external stakeholders including a multi-touch, multi-channel communication plan for our network providers. In addition, we are working closely with our provider services, provider relations and customer care teams.

Q. What are the different ways that a Provider can verify a member's evidence of Blue Shield medical coverage without a printed ID card?

A.

- Members can show ID cards from their smartphones
- Members can email or text their ID card information to providers from their smartphones
- Providers can log into our Provider Connection website to verify the member's coverage
- Provider Customer Care representatives at (800) 541-6652 are also available to assist in verifying member coverage

Q. What are the benefits of digital ID cards for Providers?

A.

- Digital ID cards are more accurate and up to date than physical ID cards.
- They are a more secure source of benefits information.
- Providers gain new ways to capture insurance information with email and text.
- Digital interactions support social distancing during the COVID-19 pandemic.

Q. What is Apple Wallet? What can I expect to see on a member's medical pass in Apple Wallet?

A. Apple Wallet is an iPhone mobile app that allows users to store credit cards, airline boarding passes and other cards. IFP members may use the medical pass on their Apple Wallet app as a complement to their physical member ID card. It shows the information that Providers need to verify eligibility, submit claims and contact Blue Shield of California if there are questions. A similar option will be available for Google Pay next year.

You will see the following information on the medical pass in the Apple Wallet app:

1. Subscriber/member name
2. Subscriber ID
3. Employer Group ID
4. Plan type
5. Rx BIN and Rx PCN
6. Suitcase indicating BlueCard® benefits

