

Introducing Shield on Demand on 10/1

Broker Quick Start Guide

Y0118_21_679A_C 09142021

Shield on Demand to launch 10/1

- Starting October 1, 2021, Shield on Demand will be deployed to Medicare Broker Managers and external brokers for 2022 Medicare Marketing materials.

Why use Shield on Demand?

- Intuitive interface and search capabilities to quickly find what you need.
- Immediate access to customized up-to-date, brand-approved sales tools.
- Embed contact info to collateral.
- Choose from a suite of Senior imageries.
- Create side-by-side plan comparisons.
- Render in-language and many more.



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Medicare Broker Tools

Tools starting 10/1/21

Shield 
on Demand

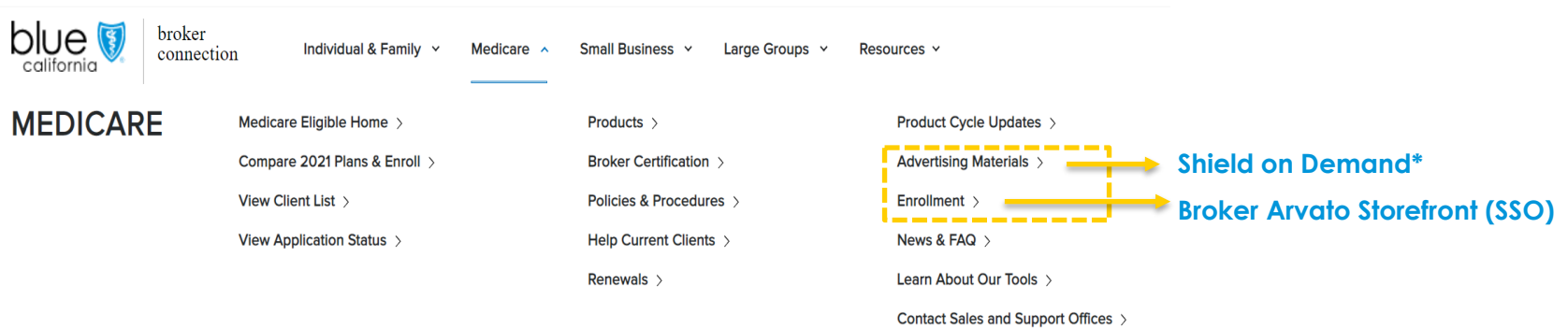
Broker Storefront

What you'll find...

Customizable 2022 AEP sales and marketing collateral including flyers, direct mailers, side-by-side benefit highlights, and more.

2022 AEP Enrollment and presale kits, Summary of Benefits, and more.

How to access through Broker Connection



blue shield of california | broker connection | Individual & Family > Medicare ^ | Small Business > | Large Groups > | Resources >

MEDICARE

- Medicare Eligible Home >
- Compare 2021 Plans & Enroll >
- View Client List >
- View Application Status >
- Products >
- Broker Certification >
- Policies & Procedures >
- Help Current Clients >
- Renewals >
- Product Cycle Updates >
- Advertising Materials > → **Shield on Demand***
- Enrollment > → **Broker Arvato Storefront (SSO)**
- News & FAQ >
- Learn About Our Tools >
- Contact Sales and Support Offices >

***or directly at www.shieldondemand.com**



Logging on for the first time

Go to www.shieldondemand.com

❑ Registered on Broker Connection?

- If so, your username is simply the email address tied to your Broker Connection account.
- All passwords will be set as “medicarebroker” (all lower cases), and, once logged in, follow prompt to update password.

❑ Are you new to Blue Shield?

- Sign up in Broker Connection
- After five days, your Shield on Demand account will be available, and then follow the above instructions to login

OR

- Go to www.shieldondemand.com to obtain an account within 24 hours.

❑ Forgot password?

- Click “Forgot Password” and answer your security question for immediately access.



Shield on Demand
your 24/7 marketing hub

Username is your email address

Login

[Forgot Password?](#)

Important Messages

Support

Blue Shield Employees: [Setup an account](#) | [Technical issues](#)
Medicare Brokers: [Setup an account](#) | [Technical issues](#)

Known Issues

If you have issues viewing content, [clear your cache](#).



Shield on Demand Home Page

Search by typing keywords into the search bar

The screenshot shows a search interface with a search bar at the top containing the text "webinar". Below the search bar, a dropdown menu displays "Hit Enter to see full list of search results" and lists "Medicare Webinar Flyer" and "Medicare Webinar Seminar Sales Presentation". The main content area shows a grid of search results for "webinar". The results include:

- Medicare Webinar Flyer (Top Asset results for "webinar")
- Medicare Webinar Seminar Sales Presentation
- Medicare Webinar Seminar Sales Presentation (Updated August 2020)
- Medicare Webinar Flyer (FR1LTR_08-20, English and Spanish versions available)
- Medicare Plan G Extra Flyer (A52054-MS-PR_09-20)
- Medicare Low Income Subsidy Flyer (A52562_01-21, English and Spanish versions available)
- Medicare Decision Guide-FF (A51728-BSC-COMP-PR_10-20, English and Spanish versions available)
- Medicare Med Supp Health PAAG Brochure - Cost Share (MSP15573-PR_12-20)

On the left side, there is a sidebar with filters under the heading "Medicare Brokers" (9 items). The filters include:

- Refine by
- Language: English (9), Spanish (6)
- Audience: Medicare Prospects (9)
- Plan Type: Medicare (9)
- Topic: Event Items (1), Plans/Networks (7), Programs/Services (2)
- Material Type: Brochure (2), Flyer (6), Presentation (1)
- Group: Medicare Brokers (9)

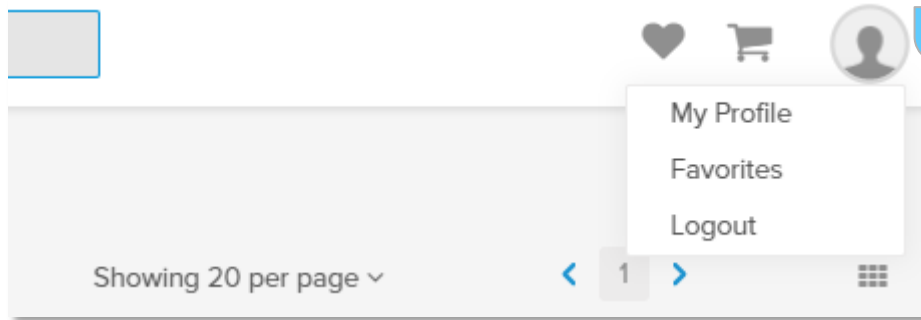
Numbered callouts are present: '1' points to the search bar, '2' points to the filter sidebar, and '3' points to a pencil icon on a search result card.

Filter your search by language, material type, and many more

Click the item or the pencil icon to start customizing a piece



Update your password



Click on the face icon, then select "My Profile"

Click on Update Email/Password and enter new password

A screenshot of the 'Update Email/Password' form. The breadcrumb 'Catalog > My Profile' is at the top. Below it is a section titled 'Password Security'. The main section is 'Update Email/Password'. It contains four input fields: 'Email Address' (with the value 'John.smith@broker.com'), 'Create New Password' (with a masked password '.....'), 'Re-enter New Password' (with a masked password '.....'), and 'Current Password'. At the bottom of the form is a button labeled 'Apply Changes'. A blue circle with the number '2' is positioned over the 'Update Email/Password' section header, and a blue circle with the number '3' is positioned over the 'Apply Changes' button.

Click on Apply Changes



Update your profile attributes

Search for Assets Impersonating: Julia Hood

My Profile
Impersonate User
Favorites
Logout

Catalog > My Profile

Julia Hood

Password Security

Select a Security Question
What city were you born in?

Security Question Answer
Please specify a security question answer above to proceed.

Confirm Security Question Answer

Enter Current Password

Apply Changes

Update Email/Password

User Budget

Addresses

Profile Attributes

First Name

Last Name

Job Title

Street Address

City

State

Apply Changes

1

Click on the avatar on the top right corner and click My Profile

2

Update your profile accordingly

3

Click on Apply Changes

Pro Tip:

Complete your profile attributes to speed up customizations and pre-populate those info into your collateral.



Customize Marketing Material

Fill in
custom
info

1

Customize >

Medicare Med Supp Comparison Flyer

Agent First Name*
John

Agent Last Name*
Smith

Agent License*
A12345678

Agent Phone*
(415) 888-8888

TTY Option
, TTY

Operating Hours*
X a.m. to X p.m., Monday through Friday

Agent url/email*
john.smith@blueshieldca.com

Hablamos Español*
Yes

Cancel Preview

View Page - + 1 of 2 Zoom - + 100%

2

Get a Blue Shield Medicare Supplement plan with **more benefits**.
Access the care you've earned. We've got you covered.

	Plan G	Plan G Extra ¹	Plan G Inspire ³ Available in northern California	Plan F Ex
A Deductible: ⁴ during first 60 days of hospitalization	●	●	●	●
B Deductible: 200 ⁴ of Medicare-approved medical expense amounts lional hospitalization up to 365 days	●	●	●	●
inder of Medicare-approved medical expense amounts	●	●	●	●
care Part B excess charges ⁵	●	●	●	●
gn travel emergency care services during first 60 days of trip outside United States	●	●	●	●
Enjoy these benefits included with all Blue Shield Medicare Supplement plans				
SilverSneakers ⁶ fitness and wellness programs ⁴	●	●	●	●
NurseHelp 24/7 ^{9A}	●	●	●	●
Enjoy these extra benefits included with select Blue Shield Medicare Supplement plans				
ion benefits ⁷		●	●	●
Hearing aid benefits		●	●	●
Personal emergency alert device				●
Access to doctors on-call 24/7		●	●	
Quarterly allowance for over-the-counter (OTC) items ⁸		●	●	
Independence and Safe Mobility with AAA • Classic AAA Membership, annually upon enrollment ⁶ • AAA Roadwise Driver • Access to Educational Driving Resources			●	

(844) 729-4090 (TTY: 711) | Visit: bsca.com/getsupp1

Click Preview



Preview Customized Marketing Material

Agent First Name
John

Agent Last Name
Smith

Agent License
A123456789

Agent Phone
(866) 455-6012

TTY Option
, TTY: 711

Operating Hours
8 a.m. to p.8m., Monday through Friday

Agent url/email
www.personalURL.com, john.smith@broker.com

Hablamos Español*
Yes

Cancel Done

Call your authorized Blue Shield broker today to enroll anytime.
John Smith/A123456789 | (866) 455-6012, TTY: 711
8 a.m. to p.8m., Monday through Friday
www.personalURL.com, john.smith@broker.com | Hablamos español

1

1 Blue Shield of California actuarial estimate of extra benefits assuming maximum coverage over the course of 2021 for Blue Shield Medicare Supplement Plan G Extra.
2 Available in select counties in northern California. Plan G Inspire includes more than \$2,000 in extra benefits, which is the Blue Shield of California actuarial estimate of extra benefits assuming maximum coverage over the course of 2021 for Blue Shield Medicare Supplement Plan G Inspire.
3 Plan F Extra is only available to applicants who attained age 65 before January 1, 2020, or first became eligible for Medicare benefits due to disability before January 1, 2020.
4 Effective January 1, 2021. The Medicare cost-sharing amounts listed are subject to change each year.
5 If your physician does not accept Medicare assignment, you must pay the difference between the total amount billed and the Medicare-approved amount. This difference is called "excess charges."
6 Available to all Blue Shield of California Medicare Supplement plan members at no additional cost.
7 Vision benefits include coverage for costs that are not traditionally covered by Original Medicare, such as eye exam, frames, eyeglass lenses, or contact lenses.
8 The OTC benefit applies to Plan G Extra and Plan G Inspire only. The OTC benefit allows a one-time use per quarter allowance for eligible items. The unused allowance cannot be rolled over into the next quarter.
9 One-year new or renewal Classic AAA Membership, valued at up to \$56/year in 2021. AAA Membership provided by AAA Northern California, Nevada & Utah.
Blue Shield of California complies with applicable state laws and federal civil rights laws, and does not discriminate on the basis of race, color, national origin, ancestry, religion, sex, marital status, gender, gender identity, sexual orientation, age, or disability. For more information, visit blueshieldca.com/about/nondiscrimination.
SilverSneakers is a registered trademark of Tivity Health, Inc. © 2021 Tivity Health, Inc. All rights reserved.
NurseHelp 24/7 is a service mark of Blue Shield of California.
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Blue Shield of California is an independent member of the Blue Shield Association A52636 (5/21)

2

View Page 2 of 2 Zoom 100%

Verify your customized info

3 Click "Done"

2 Change page, zoom in/out



Download Customized Marketing Material

Back to customization Back to catalog

2 Awesome, your item has been customized successfully. 3

blue Get a Blue Shield Medicare Supplement plan with **more benefits**.
california Access the care you've earned. We've got you covered.

	Plan G	Plan G Extra ¹	Plan G Inspire ² Available in northern California	Plan F Extra ³
Part A Deductible: \$1,484 ⁴ during first 60 days of hospitalization	•	•	•	•
Part B Deductible: First \$203 ⁵ of Medicare-approved medical expense amounts				•
Additional hospitalization up to 365 days	•	•	•	•
Remainder of Medicare-approved medical expense amounts	•	•	•	•
Medicare Part B excess charges ⁶	•	•	•	•
Foreign travel emergency care services during first 60 days of each trip outside United States	•	•	•	•
Enjoy these benefits included with all Blue Shield Medicare Supplement plans				
SilverSneakers ⁷ fitness and wellness programs ⁸	•	•	•	•
NurseHelp 24/7 ⁹	•	•	•	•
Enjoy these extra benefits included with select Blue Shield Medicare Supplement plans				
Vision benefits ¹⁰		•	•	•
Hearing aid benefits		•	•	•
Personal emergency alert device				•
Access to doctors on-call 24/7		•	•	
Quarterly allowance for over-the-counter (OTC) items ¹¹		•	•	
Independence and Safe Mobility with AAA • Classic AAA Membership, annually upon enrollment ¹² • AAA Boost/Insure Driver			•	

[Download](#)

Return to customization

Return to catalog to select a new collateral

1 Click "Download", then your custom ad will render, then follow the on-screen prompts to save to your PC.



Serving the Spanish Speaking Community

Spanish language translations

Select Brand-approved imagery


Customize >

Medicare Webinar Flyer

FR1LTR_08-20
English and Spanish versions available.

Language*
Spanish

Select Image*



Search gallery

Date1*
August 18, 2021

Time1*
1:00 p.m.

Date2
Date picker icon

Time2
None Selected...

Date3
Date picker icon

Time3

Cancel Done

Customize >

Medicare Silver Sneakers Flyer

A52036_7-20
English and Spanish versions available.

Language*
Spanish

First Name*
John

Last Name*
Smith

License
A12345678

Phone number*
(415) 888-8888

Operating hours
X a.m. a X p.m., de lunes a viernes

Email*
John.smith@broker.com

Is Spanish spoken?
Yes

Cancel Preview

Spanish availability

