



## Broker Alert

We're excited to announce that the [Plans at a Glance](#), [Broker Sales Guide](#), [Summary of Benefits](#), and [Rate Books](#) for Open Enrollment 2025 are now available on [Broker Connection](#)! These tools are designed to help you grow your business and better serve your clients during the upcoming enrollment season.

Open enrollment for 2025 starts **November 1, 2024**, and runs through **January 31, 2025**. With the new resources we've provided, you'll be ready to guide your clients through their health plan choices.

### Check out highlights of what's new in 2025:

- **Pharmacy Care Model:** Transforming prescription care with a transparent, equitable approach.
- **Care flexibility:** Virtual and in-person PCPs are available for both PPO and HMO plans.
- **Self-service tool enrichment:** Streamlined auto-pay, PCP selection, and upsell capabilities will all be available through your Client List on Broker Connection.
- **Digital experience:** Enhanced member portals with access to health records and more.

Visit [Broker Connection](#) today to view all resources and get ready for a successful open enrollment!

### Key Dates:

- **October 1:** Online broker and member renewal tools are live
- **November 1:** Open enrollment begins

- **December 31:** Last day to apply for January 1, 2025 coverage
- **January 31, 2025:** Open enrollment ends and last day to apply for February 1, 2025 coverage

There's still time to register for our final Virtual Broker Roadshow on [September 16th at 10 am](#). Don't miss out on key updates and insights to help maximize your success.

We're excited to support you through this open enrollment period. Let's make 2025 your best year yet!

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