



Broker Alert

[Open enrollment for 2025](#) begins November 1, 2024, and runs through January 31, 2025. Renewals are open as of today, October 1.

Blue Shield members can now renew their plans through our online renewal tool at blueshieldca.com/renew. Off-exchange members can also change their plans there, while on-exchange members will need to make updates through Covered California. Grandfathered and off-exchange dental and vision plan changes are allowed beginning November 1, 2024.

Your [Online Client List](#) is now updated with your current book of business data, available on Broker Connection. You can download your client data, reach out to them, and renew or update plans. Remember, new plan selections must be submitted by December 31, 2024, for coverage to start on January 1, 2025.

Also, don't miss out on the new [Specialty Upsell](#) feature, now live on Broker Connection. Specialty Upsell allows you to easily add dental and vision coverage for your existing clients in just three steps.

Register for one of our [upcoming webinars](#) to learn more about maximizing these tools for a successful open enrollment season!

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