



# Broker Alert

Open Enrollment for 2025 is officially underway! Starting today, you have the [tools and resources](#) to help guide your clients through their health plan choices and grow your business.

## What's New for 2025:

- **Pharmacy Care Model:** Transforming prescription care with a transparent, equitable approach.
- **Care Flexibility:** Offering virtual and in-person PCPs for both PPO and HMO plans.
- **Enhanced Self-Service Tools:** Leveraging streamlined Auto-Pay, PCP selection, and [specialty upsell capabilities](#) on Broker Connection.
- **Digital Experience:** Now featuring access to online health records and more on our member portals.

All tools, including the [Plans at a Glance](#), [Broker Sales Guide](#), [Summary of Benefits](#), and [Rate Books](#), are available on **Broker Connection**. Ensure you're utilizing these resources to help you through this busy season.

## Key Dates to Remember:

- **December 31, 2024:** Last day to apply for January 1, 2025, coverage.
- **January 31, 2025:** Last day to apply for February 1, 2025, coverage.

Don't forget, the [2025 IFP Broker Bonus Program](#) is also live! This is a great opportunity to earn big rewards for your success in selling medical, dental, vision, and life plans.

If you have any questions or want to learn more, we encourage you to

[register for an upcoming OE 2025 Webinar](#). It's a great chance to get answers and maximize your success during Open Enrollment.

Let's make 2025 your best year yet!

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