



## Broker Alert

The 2024/2025 Medicare Annual Enrollment Period (AEP) runs from October 15, 2024, through December 7, 2024, with an effective date of January 1, 2025. We offer a comprehensive portfolio of products (MA-PD, Medicare Supplement, and PDP plans) designed to meet your clients' diverse needs and budgets. The 2025 sales and marketing materials are now available on [Broker Connection](#), with additional resources, including FAQs and Evidence of Coverage (EOCs), being added as they become available. Everything will be posted by October 15, 2024.

2025 Highlights:

### **New Medicare Toolbox**

Our updated [2025 Medicare eligible home page](#) provides a one-stop shop for all your AEP needs. Access detailed product information, key resources, and tools for success:

- Product Portfolio
- Medicare Broker Guide
- Commissions and Bonuses
- Marketing Support
- Contacts and Resources

### **Broker Account Management & Self-Service Tools**

Simplify your sales process and serve clients efficiently with these tools:

- Comprehensive [Online Client List](#)
- Broker-Assisted Payments
- Virtual ID Cards
- WalkMe Guidance

- Live Chat

### **Shield on Demand**

[Shield on Demand](#) is your easy-to-use digital platform for accessing Blue Shield of California's sales and marketing collateral. Customize and download materials like benefit flyers and sales presentations, all accessible through Single-Sign-On or with your Broker Connection ID and password:

- Webinar Flyers and Postcards
- Plan Benefit Highlight Sheets
- Plan Benefit Comparison Charts
- Medicare Sales Presentations

### **Don't Miss Out!**

Get certified before the AEP season ends to ensure you're named the agent of record. Complete your 2024 product certification today! For more details, visit the Broker Connection MA-PD and PDP training and [certification page](#).

Together, we can help grow your book of business. Please register for one of our [upcoming trainings](#) or contact your [Medicare Broker Sales Manager](#) with any questions.

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