



## 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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