



# Broker Alert

The Medicare Annual Enrollment Period (AEP) is officially open and runs from **October 15 through December 7, 2024**. This is your opportunity to help clients make important decisions about their Medicare coverage for 2025. [Broker Connection](#) is ready to support you every step of the way with tools, resources, and personalized assistance to ensure your success throughout AEP.

## Here's what you need to know:

### 2025 Medicare Broker Guide

Get all the [details](#) about our full product portfolio, commissions, bonuses, and marketing support. Review it now to maximize your AEP success.

### Self-Service Tools

Your [online client list](#) is up to date, and all self-service tools are ready for use:

- Check client and application status
- Set up Auto Pay
- Order or download ID cards

### Enrollment Materials

All [enrollment materials](#), including Enrollment Kits (available in multiple languages), ANOCs & [EOCs](#), [Plan Formularies](#), and the 2025 Plan Compare & Enroll tool, are now live.

### Updated News and FAQs

Keep up to date with our latest information on key topics that matter to you and your clients. We've updated [our 2025 FAQ page](#) with the most current information, including:

- [Plan G Inspire Withdrawal FAQs](#) – Key details on this product change and what it means for your clients
- Medicare Prescription Payment Plan FAQs – Learn how this payment plan can benefit your clients
- [Pharmacy Care Reimagined overview](#) – Discover how we are enhancing pharmacy care to better serve members

## Marketing Materials and Shield on Demand

Access a wide range of Blue Shield-branded and customizable marketing materials to help you grow your business and engage with clients effectively. [Shield on Demand](#) resources include:

- 2025 Benefit Highlight flyers
- Blue Shield TotalDual (HMO D-SNP) Flyer (LA/SD)
- Blue Shield TotalDual Plan (HMO D-SNP) Comparison Flyer
- Blue Shield TotalDual Plan (HMO D-SNP) Connecting Benefits Flyer

## Need Assistance?

Representatives are available via [Live Chat](#), or you can [register](#) for an online or in-person broker training session. Don't hesitate to reach out to your [Broker Sales Manager](#) for personalized support.

Let's make this AEP your best one yet!

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