



## Group Broker Update



You may have noticed we updated Broker Connection last week with new pages and structure and, similarly, this email has a new look and feel. Your Broker Connection now features enhanced page layout, improved search functionality, and improved accessibility; to name just a few things we've done to make it easier doing business with Blue Shield.

More than just a fresh coat of paint, we're investing in a better digital experience across the board for our brokers, employer groups, and members.

Thank you for all you do for Blue Shield,

A handwritten signature in black ink, appearing to read "Jason Bleau".

Jason Bleau  
Vice President & General Manager  
Core Accounts and Small Group

[Learn more](#)

## Combined Topics:

- [Exciting updates coming to Broker Connection!](#)
- [Pushing the boundaries of enrollment tools: bulk member plan changes coming in March](#)
- [Article: Blue Shield named one of the world's most ethical companies in 2024](#)
- [Updated prescription drug and healthcare spending survey](#)
- [Recapping what to know about GLP-1 weight loss drugs](#)
- [Due March 31, 2024, remind your employer groups about the MLR survey](#)

## Small Business:

- [Our new welcome email campaign for small businesses](#)
- [Tools for trusted advisor](#)

## Large Group:

- [Transitioning from paid to incurred data reporting for fully-insured groups](#)
- [Tools for trusted advisor](#)

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