

Quick Start Guide – Shield on Demand

Logging in for the first time

Shield on Demand works via Single Sign On (SSO) using your [Broker Connection](#) account ID.

1. If you have not logged into Broker Connection prior to clicking on Shield On Demand, you will get a pop up to enter your Broker Connection credentials.
2. You must log-in through the links on Broker Connection to access marketing materials:

[IFP Broker Log-In](#)

Individual and Family Plans > IFP Resources > Sales resources and collateral

Sales resources and collateral

Selling IFP medical plans

Customized sales collateral with Shield on Demand

Customize our materials in Shield on Demand, where you can create professional, personalized materials to share with your potential clients to help you close the deal for the 2025 open enrollment season.

[Shield on Demand - customize your collateral](#)

First time using Shield on Demand?

Broker resources

[Benefit summaries](#)
[Rate books](#)
[Forms and applications](#)
[Client education resources](#)

[Medicare Broker Log-In](#)

blue
california

broker
connection

Individual & Family > Medicare ^

[Log in for Access](#)

[Compare plans & enroll >](#)

[View client list >](#)

[View application status >](#)

[News & FAQs >](#)

[Sales & marketing collateral >](#)

[Enrollment materials >](#)

[Public lin](#)

[Medicare |](#)

[Products](#)

[MA-PD/P](#)

[Policies &](#)

[Renewals](#)

[Training &](#)

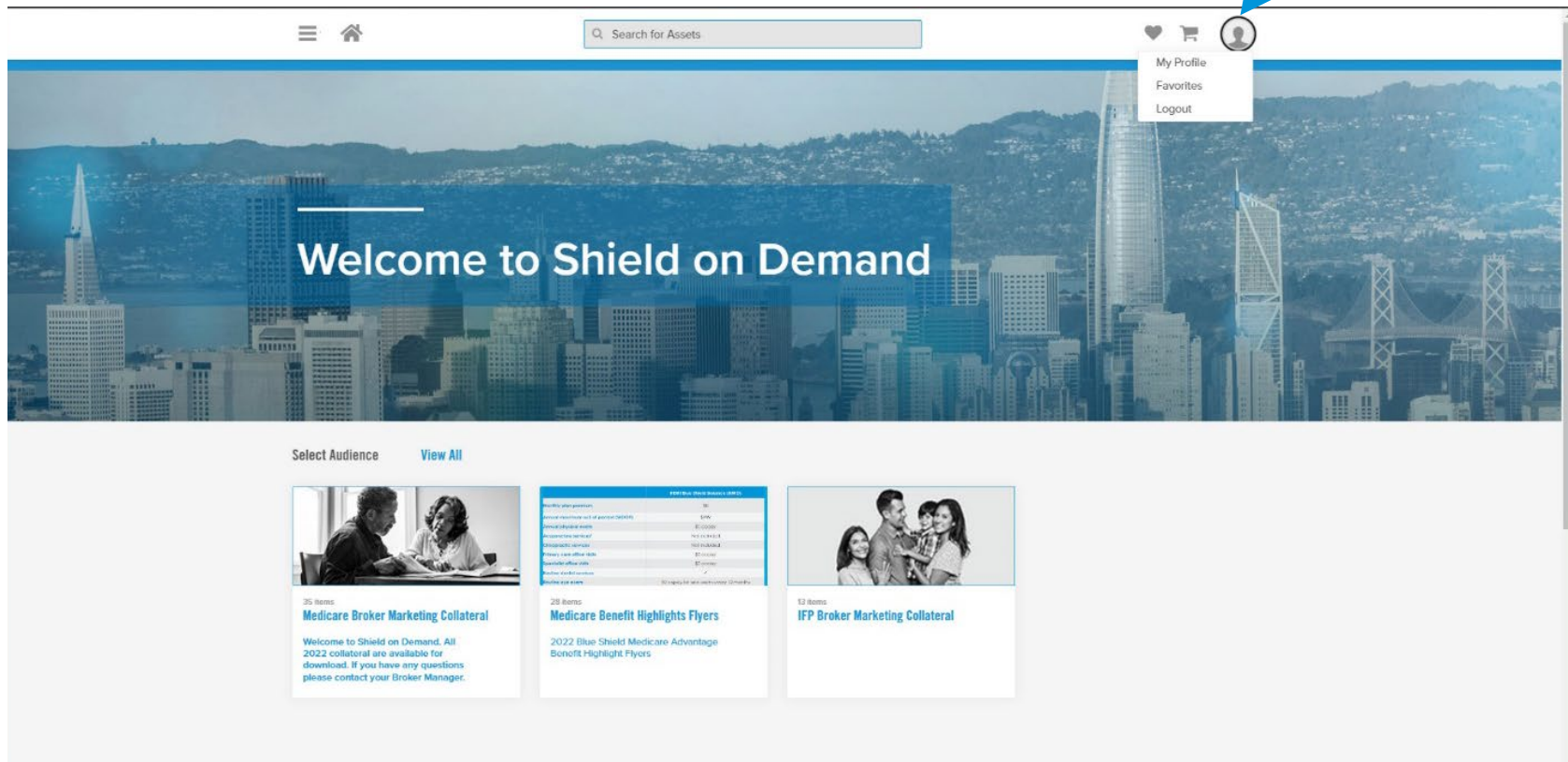
3. Enter your Broker Connection credentials
4. The Shield on Demand home screen will pop up with you logged in (see next page.)



Update "My Profile"

Click on the avatar in the right corner and click My Profile to update profile attributes.

Shield on Demand Home Screen



The screenshot shows the Shield on Demand Home Screen. At the top, there is a navigation bar with a menu icon, a home icon, a search bar labeled "Search for Assets", and a user profile icon. A blue arrow points to the user profile icon, which has a dropdown menu open with the following options: "My Profile", "Favorites", and "Logout". Below the navigation bar is a large banner with a cityscape background and the text "Welcome to Shield on Demand". Underneath the banner, there is a section titled "Select Audience" with a "View All" link. This section contains three cards: "Medicare Broker Marketing Collateral" (35 items), "Medicare Benefit Highlights Flyers" (28 items), and "IFP Broker Marketing Collateral" (13 items). Each card includes a small image and a brief description.



Profile Attributes

Update your profile accordingly

1

Profile Attributes

First Name

Operating Hours

Last Name

Job Title

Street Address

City

State

Zip

Phone

phoneTTYtext

Fax

Email

License

Pro Tip:

Complete your profile attributes to speed up customizations and pre-populate your info into your collateral.

When finished, click Apply Changes

2

Ready to Customize collateral? Click on the Home icon, top left corner of the screen



3



Easy Navigation

Search by typing keywords into the search bar

Filter your search by language, material type, and many more

2

Search bar:

Hit Enter to see full list of search results

Top Asset results for "webinar"

Medicare Webinar Flyer

Medicare Webinar Seminar Sales Presentation

Showing 20 per page

Refine by

Language

- English 9
- Spanish 6

Audience

- Medicare Prospects 9

Plan Type

- Medicare 9

Topic

- Event Items 1
- Plans/Networks 7
- Programs/Services 2

Material Type

- Brochure 2
- Flyer 6
- Presentation 1

Group

- Medicare Brokers 9

Medicare Webinar Seminar Sales Presentation

Updated August 2020

Download the instructions on how to edit the presentation once downloaded.

Updated 3 months ago

Medicare Webinar Flyer

FR1LTR_08-20

English and Spanish versions available.

Updated 3 months ago

Medicare Plan G Extra Flyer

A52054-MS-PR_09-20

Updated 3 months ago

Medicare Low Income Subsidy Flyer

A52562_01-21

English and Spanish versions available.

Updated 3 months ago

Medicare Decision Guide-FF

A51728-BSC-COMP-PR_10-20

English and Spanish versions available.

Updated 2 months ago

Medicare Med Supp Health PAAG Brochure - Cost Share

MSP15573-PR_12-20

Updated 3 months ago

3

Click the item or the pencil icon to start customizing a piece



Customize Marketing Material

Fill in custom info

1 Customize >

Med Supp Innovative Plan Comparison Sheet

A46836-FF_0824
A sales sheet that compares Blue Shield Medicare Supplement plans. English, Spanish, and Chinese versions available.

Language*
English

First Name
John

Last Name
Smith

License

Phone

TTY Option
[TTY: 711]

Operating Hours

Cancel Preview

2

Click Preview



Get a Medicare Supplement plan with more benefits

	Plan G	Plan G Extra ¹	Plan
Part A Deductible: \$1,632 ³ during first 60 days of hospitalization	•	•	
Part B Deductible: First \$240 ² of Medicare-approved medical expense amounts			
Additional hospitalization up to 365 days	•	•	
Remainder of Medicare-approved medical expense amounts	•	•	
Medicare Part B excess charges ⁴	•	•	
Foreign travel emergency care services during first 60 days of each trip outside United States	•	•	
Enjoy these benefits included with all Blue Shield Medicare Supplement plans			
SilverSneakers [®] Fitness ⁵	•	•	
NurseHelp 24/7 SM	•	•	
Enjoy these extra benefits included with select Blue Shield Medicare Supplement plans			
Vision benefits ⁶		•	
Hearing aid benefits		•	
Personal emergency alert device			
Doctors on-call 24/7, by phone or video		•	
Quarterly allowance for over-the-counter (OTC) items ⁷		•	
Acupuncture and Chiropractic Services ⁸		•	
Lock in your rate now with our 12-month rate guarantee⁹ Call your authorized Blue Shield Medicare Adviser today to learn more or enroll anytime.			
<broker name/license> <phone number> <X a.m. to X p.m., Monday through Friday> <broker url/email> <Hablamos español>			

Preview Customized Marketing Material

Agent First Name
John

Agent Last Name
Smith

Agent License
A123456789

Agent Phone
(866) 455-6012

TTY Option
, TTY: 711

Operating Hours
8 a.m. to p.8m., Monday through Friday

Agent url/email
www.personalURL.com, john.smith@broker.com

Hablamos Español*
Yes

Call your authorized Blue Shield broker today to enroll anytime.
John Smith/A123456789 | (866) 455-6012, TTY: 711
8 a.m. to p.8m., Monday through Friday
www.personalURL.com, john.smith@broker.com | Hablamos español

- 1 Blue Shield of California actuarial estimate of extra benefits assuming maximum coverage over the course of 2021 for Blue Shield Medicare Supplement Plan G Extra.
- 2 Available in select counties in northern California. Plan G Inspire includes more than \$2,000 in extra benefits, which is the Blue Shield of California actuarial estimate of extra benefits assuming maximum coverage over the course of 2021 for Blue Shield Medicare Supplement Plan G Inspire.
- 3 Plan F Extra is only available to applicants who attained age 65 before January 1, 2020, or first became eligible for Medicare benefits due to disability before January 1, 2020.
- 4 Effective January 1, 2021. The Medicare cost-sharing amounts listed are subject to change each year.
- 5 If your physician does not accept Medicare assignment, you must pay the difference between the total amount billed and the Medicare-approved amount. This difference is called "excess charges."
- 6 Available to all Blue Shield of California Medicare Supplement plan members at no additional cost.
- 7 Vision benefits include coverage for costs that are not traditionally covered by Original Medicare, such as eye exam, frames, eyeglass lenses, or contact lenses.
- 8 The OTC benefit applies to Plan G Extra and Plan G Inspire only. The OTC benefit allows a one-time use per quarter allowance for eligible items. The unused allowance cannot be rolled over into the next quarter.
- 9 One-year new or renewal Classic AAA Membership, valued at up to \$56/year in 2021. AAA Membership provided by AAA Northern California, Nevada & Utah.

Blue Shield of California complies with applicable state laws and federal civil rights laws, and does not discriminate on the basis of race, color, national origin, ancestry, religion, sex, marital status, gender, gender identity, sexual orientation, age, or disability. For more information, visit blueshieldca.com/about/nondiscrimination.

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NurseHelp 24/7 is a service mark of Blue Shield of California.

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Blue Shield of California is an independent member of the Blue Shield Association A52636 (5/21)

Cancel Done View Page 2 of 2 Zoom 100%

1 Verify your customized info

2 Change page, zoom in/out

3 Click "Done"



Download Customized Marketing Material

Back to customization

2

Return to customization

Awesome, your item has been customized successfully.

Back to catalog

3

Return to catalog to select a new collateral

blue california

Get a Medicare Supplement plan with more benefits

	Plan G	Plan G Extra ¹	Plan F Extra ²
Part A Deductible:			
\$1,632 ³ during first 60 days of hospitalization	•	•	•
Part B Deductible:			
First \$240 ³ of Medicare-approved medical expense amounts			•
Additional hospitalization up to 365 days	•	•	•
Remainder of Medicare-approved medical expense amounts	•	•	•
Medicare Part B excess charges ⁴	•	•	•
Foreign travel emergency care services during first 60 days of each trip outside United States	•	•	•
Enjoy these benefits included with all Blue Shield Medicare Supplement plans			
SilverSneakers ⁵ fitness and wellness programs ⁵	•	•	•
NurseHelp 24/7 ^{6MS}	•	•	•
Enjoy these extra benefits included with select Blue Shield Medicare Supplement plans			
Vision benefits ⁶		•	•
Hearing aid benefits		•	•
Personal emergency alert device			•
Doctors on-call 24/7, by phone or video		•	
Quarterly allowance for over-the-counter (OTC) items ⁷		•	
Acupuncture and Chiropractic Services ⁸		•	
Lock in your rate now with our 12-month rate guarantee⁹			
Call your authorized Blue Shield Medicare Adviser today to learn more or enroll anytime.			
John Smith 12345 (530) 555-5555 [TTY: 711] 8 a.m. to 5 p.m., Monday through Friday john.smith@blueshieldca.com Hablamos español			

Download

1

Click "Download", then your custom piece will render. Follow the on-screen prompts to save to your PC.



Serving Multiple Languages


Choose your language with the drop-down

If available:
Select Brand-approved imagery

Customize >

Medicare Webinar Flyer
FR1LTR_08-20
English and Spanish versions available.

Language*
Spanish

Select Image*

Search gallery

Date1*
August 18, 2021

Time1*
1:00 p.m.

Date2
Date picker icon

Time2
None Selected...

Date3
Date picker icon

Time3

Cancel Done

Customize >

Medicare Silver Sneakers Flyer
A52036_7-20
English and Spanish versions available.

Language*
Spanish

First Name*
John

Last Name*
Smith

License
A12345678

Phone number*
(415) 888-8888

Operating hours
X a.m. a X p.m., de lunes a viernes

Email*
John.smith@broker.com

Is Spanish spoken?
Yes

Cancel Preview

Spanish availability



Need more help?

Contact:

Producer.services@blueshieldca.com

800.559.5905

