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producer **ALERT**

Over the past year, Blue Shield has made significant investments to improve the experience of our brokers and members. We are proud of our new direction as a digital-first organization, and we will continue to develop products and tools that are truly best-in-class.

Below you will find resources to guide you through the enhancements we have made to our broker tools and product offerings in the last year, such as Broker Chat and Virtual Blue, as well as information on upcoming changes like our Pharmacy Care Reimagined initiative.

To provide the best possible service while reaching our goal of being digital-first, we are going to need your help. My ask of you, as our trusted advisors, is to review and adhere to the enrollment and termination guidelines outlined in the Small Business Plan Administrator's Guide included below. With your help, we are creating a healthcare system worthy of our family and friends.

Thank you for everything you do for Blue Shield.

A handwritten signature in black ink that reads "Jason Bleau".

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

Enrollment and termination guidelines

The [2024 Small Business Plan Administrator's Guide](#) includes new timelines for coverage changes and cancellations.

- Now, cancellation requests must be submitted within 60 days of the termination date.
- Additionally, groups eligible for Cal-COBRA will need to submit the Cal-COBRA Employer Notification of Qualifying Events form within 60 days.
- Review the full Plan Administrator's Guide on Broker Connection [here](#), with page 15 feature cancellation information.

Producer Rewards and bonus programs

Blue Shield offers a range of bonus and rewards programs to make sure you are rewarded for your hard work. A full listing of programs is available on the [Producer Rewards](#) page. For all programs, commission schedules, and a payout calendar visit the [Rewards and Commissions page](#).

Digital Enhancements

Broker portal: [Broker Connection](#) is your go-to source for all things Blue Shield. From open enrolment materials to new group submissions, from plan details to managing your client list, Broker Connection helps you digitally manage your book of business.

Employer Enrollment Tool (EET): Shop, quote, enroll, and maintain your Blue Shield business in one system with the EET. Online enrollments use real-time integration, reducing processing times by 99%. Find guides and tutorial videos on your dedicated [Employer Enrollment Tool resource page](#).

Autopay: The autopay capability lets you set up automatic payments for your clients directly from your Client List. Some of the benefits of using autopay are ensuring your clients never miss a payment, selecting the best payment type and amount for your clients, and sharing payment confirmation.

Broker Hierarchy: With Blue Shield's improved broker hierarchy, Primary Agents can easily manage, activate, deactivate users within their agency on [Broker Connection](#). Plus, multiple users under the same tax ID can seamlessly find information across accounts.

Broker Chat: The chat feature is available on all pages once you log in and our team is available 8:00 a.m. to 6:00 p.m. PST Monday to Friday. Check out this [chat demonstration video](#) for more information.

Product updates

Pharmacy Reimagined: In 2023, Blue Shield of California announced our next phase of [reimagining_pharmacy_care](#). Collaborating with like-minded companies such as Amazon Pharmacy, Mark Cuban's Cost-Plus Drug

Company, and others, our goal is to make a more transparent and affordable pharmacy supply chain model. View the [Producer Alert](#) for more information.

Virtual Blue: Blue Shield's innovative [Virtual Blue](#) plan offers your clients an affordable and convenient virtual-first (with in-person care included) healthcare experience for their employees. Watch [demos](#), [member testimonials](#), and view a complete list of [Fully Insured Virtual Blue plans for 2024 here](#).

EyeMed transition: EyeMed is the administrator of all Blue Shield of California vision plans effective 1/1/24. Members continue to have access to national retailers and the Vision Member Services number (877-601-9083) will remain the same. Read the full newsletter topic on this transition [here](#).

Withdrawn Dental plans in 2024: Thirteen DPPO plans and one DINO plan ([listed here](#)) were withdrawn from our Specialty portfolio beginning January 1, 2024. You can refer to the [plan mapping grid](#) and choose any of our other available plan options, and check out the [Q2 Specialty Sales Guide here](#).

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