



## Medicare Broker Update



### Supporting Our Communities in 2025

As we begin a new year, our thoughts are with those affected by the recent fires. At Blue Shield, we are committed to supporting you and your clients during challenging times. Together, we will navigate the year ahead with resilience and dedication to providing exceptional service.

In this issue, you'll find updates on our new Medicare dental plan enhancements, upcoming training opportunities, and other resources to help you succeed in 2025. Thank you for your continued partnership, and here's to making a meaningful difference this year.

[Learn more](#)

### Featured Articles:

- [Supporting Southern Californians affected by wildfires](#)
- [Introducing Lois Quam as Blue Shield of California's new president and CEO](#)
- [New dental sales tools and Buy-Up quote & enroll feature](#)
- [CMS changes to beneficiary use of the Disaster Special Election Period](#)
- [Medicare Supplement Plans: April 2025 Rate Action update](#)

- [2025 training opportunities: Register now](#)
- [What's ahead for prescription pricing in 2025](#)

Follow us:



This is a required email from Blue Shield of California, an independent member of the Blue Shield Association. Please note that you may receive required emails as part of doing business with Blue Shield of California, whether or not you have unsubscribed from promotional emails.

Don't miss out on future emails from us - [learn how](#) to add us to your address book.

**Nondiscrimination Notice**

The company complies with applicable state laws and federal civil rights laws and does not discriminate, exclude people, or treat them differently on the basis of race, color, national origin, ethnic group identification, medical condition, genetic information, ancestry, religion, sex, marital status, gender, gender identity, sexual orientation, age, mental disability, or physical disability. La compañía cumple con las leyes de derechos civiles federales y estatales aplicables, y no discrimina, ni excluye ni trata de manera diferente a las personas por su raza, color, país de origen, identificación con determinado grupo étnico, condición médica, información genética, ascendencia, religión, sexo, estado civil, género, identidad de género, orientación sexual, edad, ni discapacidad física ni mental. 本公司遵守適用的州法律和聯邦民權法律，並且不會以種族、膚色、原國籍、族群認同、醫療狀況、遺傳資訊、血統、宗教、性別、婚姻狀況、性別認同、性取向、年齡、精神殘疾或身體殘疾而進行歧視、排斥或區別對待他人。

%%Member\_Busname%% | %%Member\_Addr%% | %%Member\_City%%, %%Member\_State%%  
%%Member\_PostalCode%% | %%Member\_Country%%

DAP184207

Y0118\_25\_055A\_C 01222025

H2819\_25\_055A\_C 01222025