



Group Broker Update



When you go online to check your bank account or buy a birthday present for your aunt, you expect a fast, hassle-free experience. That's the approach Blue Shield of California brings to improving our member experience: quality services with fewer hurdles and faster results. We're taking the same approach with the broker and consultant experience.

Throughout 2025 you'll notice we are ramping up support for the Employer Enrollment Tool (EET). With automated processes and real-time confirmations, using the EET to enroll means faster results with less work for you. Check out our lead topic for more on the EET, and some exciting news about bulk enrollments for brokers serving small businesses.

We appreciate everything you do for Blue Shield.

A handwritten signature in black ink, appearing to read "Jason Bleau". The signature is fluid and stylized, with a large initial "J" and "B".

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

[Learn more](#)

Combined Topics

- [Digital enrollments are the future of doing business](#)
- [Compliance with SB 729's fertility services requirements](#)
- [Annual Medical Loss Ratio employer survey due 3/31/25](#)
- [Understanding prescription medication costs in 2025](#)
- [Rx healthcare spending survey available now](#)

Small Business:

- [Tools for the trusted advisor](#)

Large Group:

- [Tools for the trusted advisor](#)

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