



Group Broker Update



For the first time, Millennial and Gen Z generations make up the majority of U.S. employees and we're seeing their influence reflected in our client's needs. According to the Maven Clinic, Blue Shield's women's and family health partner, [75% of employers](#) say reproductive and family benefits are important for retaining employees. With SB 729's mandated fertility and infertility coverage going into effect July 1, our featured topic covers how Maven can offer education support for employees and control costs for employers.

Also included is a new edition of Digital Roundup with Broker Connection updates, Member Health Record features, and member ID cards automatically updating in Google and Apple wallets.

Thank you for 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 loop at the beginning and a long, sweeping tail.

Jason Bleau
Vice President & General Manager
Middle Market Accounts and Small Business

[Learn more](#)

Combined Topics

- [SB 729 and how Maven can help your clients navigate new fertility coverage mandates](#)
- [Digital Roundup: automatic ID card updates in Google and Apple wallets, Broker Connection improvements, digital enrollments, and more](#)
- [Blue Shield's pharmacy network offers more options to members with hemophilia](#)
- [Article: Blue Shield of California receives national recognition for addressing health disparities](#)

Small Business:

- [Your Q3 2025 cycle Launch recap](#)
- [Tools for the trusted advisor](#)

Large Group:

- [Tools for the trusted advisor](#)

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