



Arvato Medicare StoreFront user guide

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Introduction

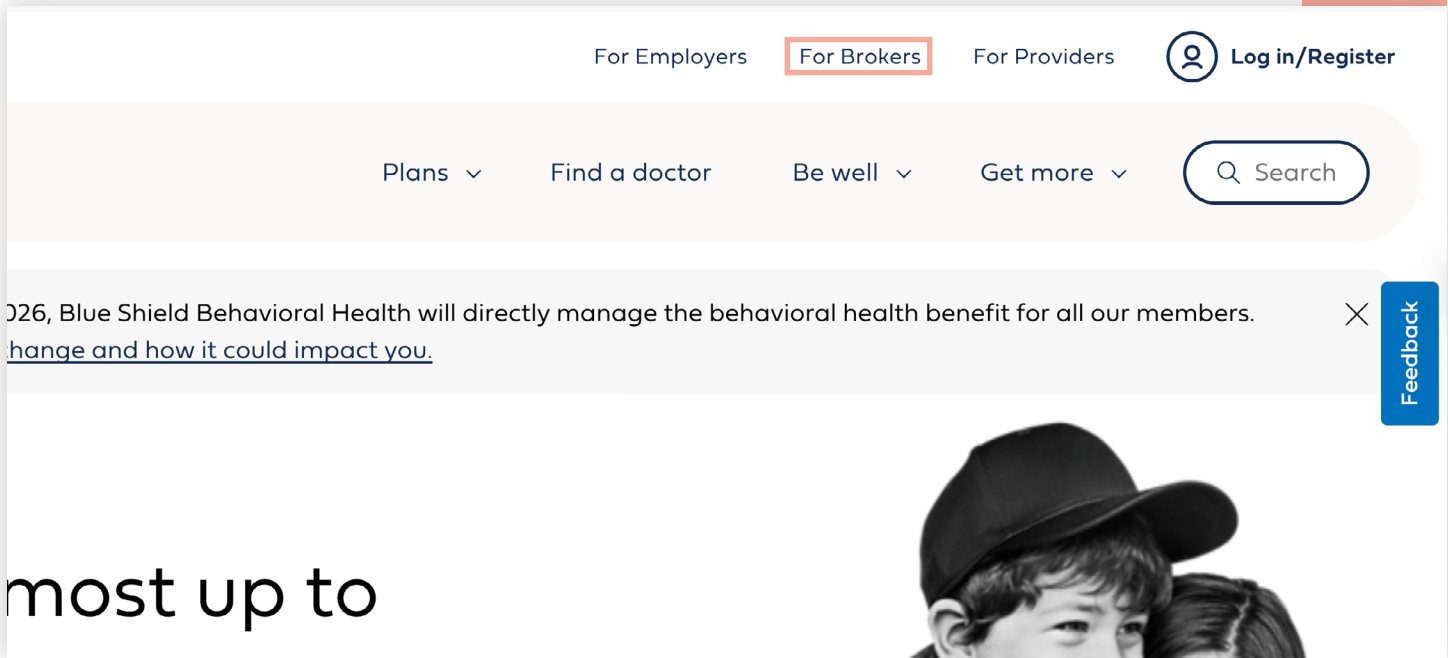
This document contains instructions on how to place an order using the Arvato StoreFront for Blue Shield of California Medicare programs. The tool is designed for Medicare Brokers to be able to order Presale Enrollment Materials related to Medicare Advantage, Prescription Drug, and Medicare Supplement plans.

Orders placed via the StoreFront will be fulfilled based on rules supplied by Blue Shield pertaining to ordering quantities, packaging, and shipping. Please look at shipping expectations section of this document for shipping details.

Producer log in

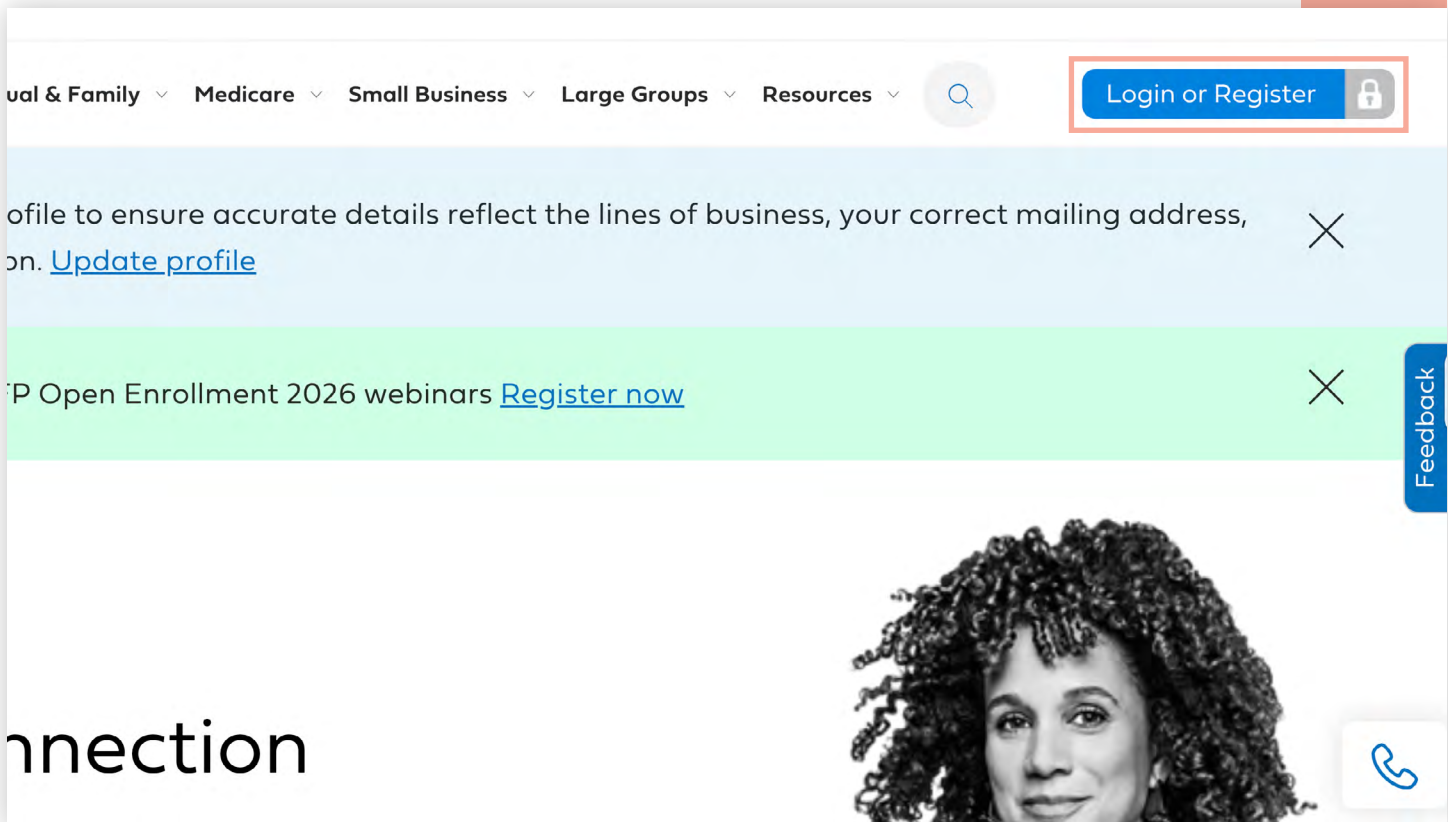
1. Visit Broker Connection at **blueshieldca.com**.
2. Click *For Brokers* to the left of *Log In/Register*.

(step 2)



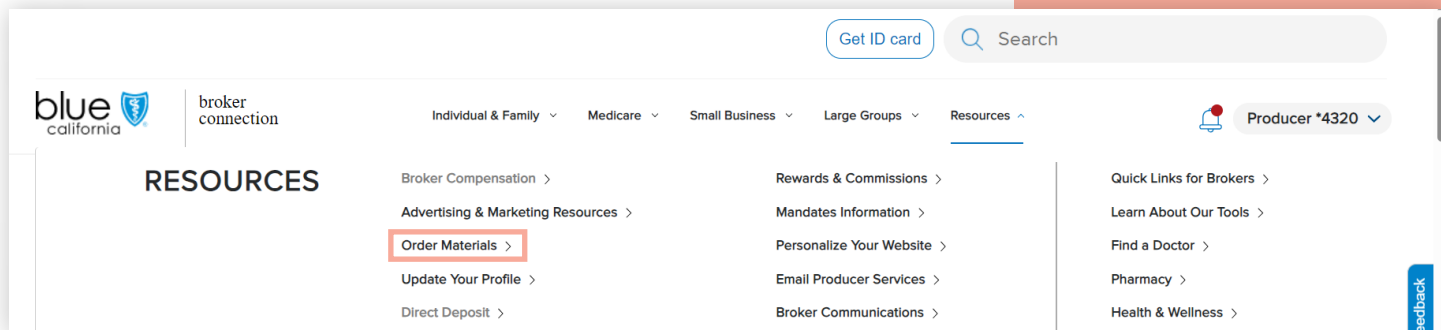
3. Click *Log in or Register* and enter username and password.

(step 3)



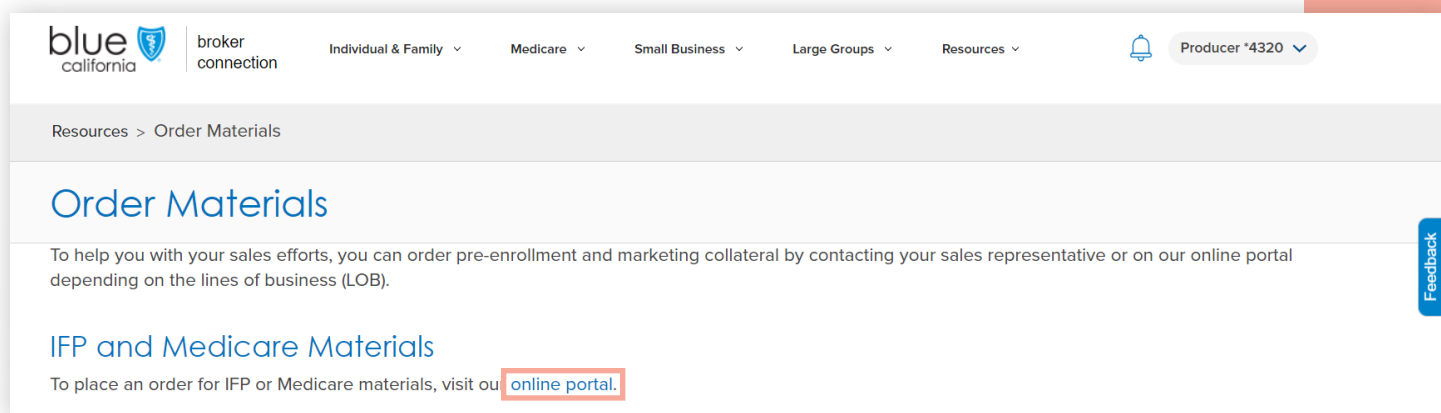
4. Click *Resources*, then *Order Materials*.

Order materials here (step 4)



5. Click *Online Portal* to access the Storefront.

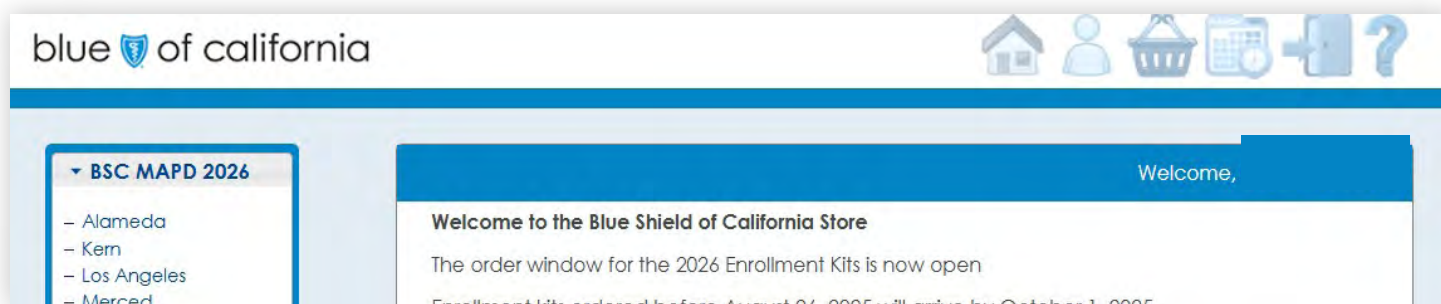
(step 5)



6. You will be redirected to the Storefront Home page.

(step 6)

Enrollment kits, directories, and other materials can be ordered here.



Having issues?

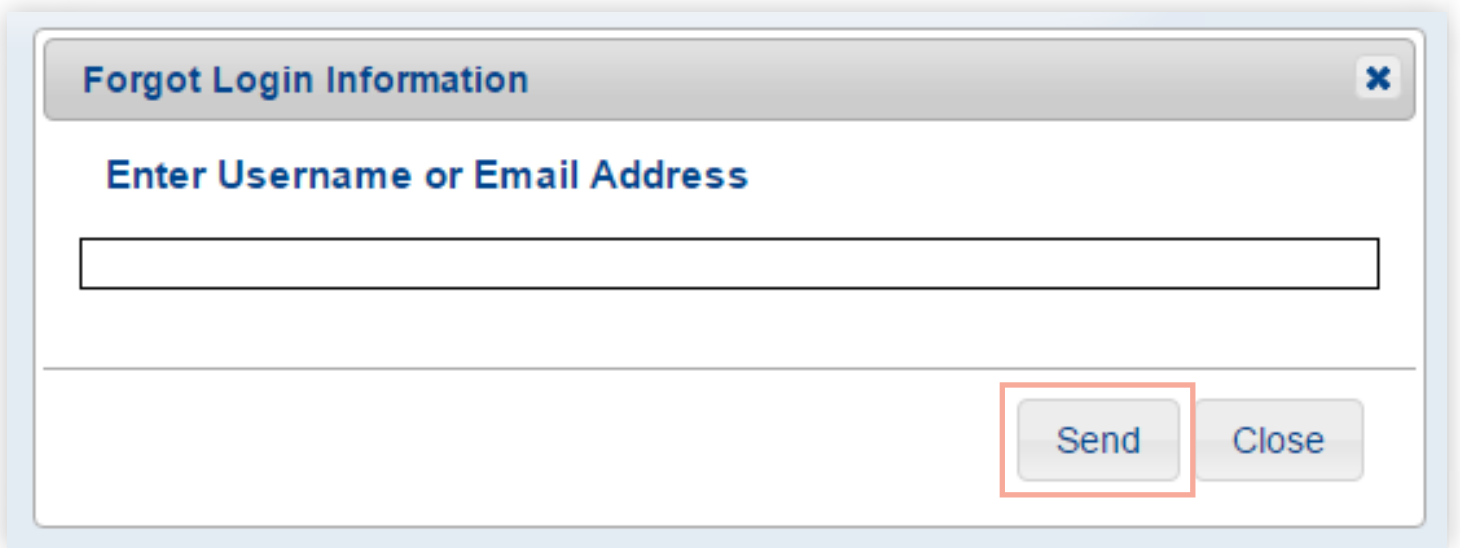
Report order issues or other issues with fulfillment to the dedicated Medicare email:

MedicareFulfillment@blueshieldca.com.

Forgot password?

If you have forgotten your password, click on *Forgot password?* and follow the instructions on the screen.

1. Simply enter your username or email address associated to your username.
2. Click send.
3. You will receive an email with instructions.



Forgot Login Information [X]

Enter Username or Email Address

[Text Input Field]

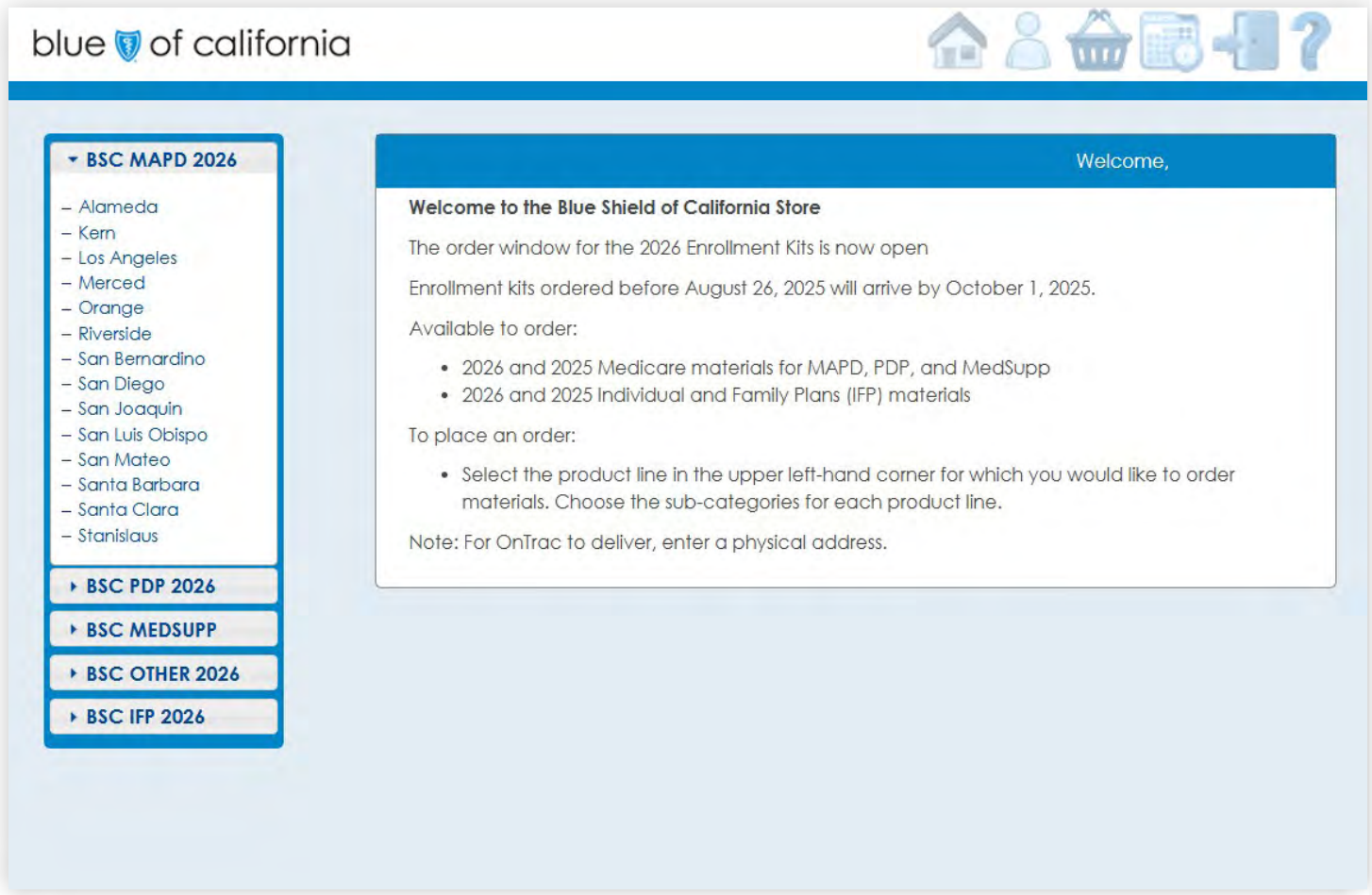
[Send] [Close]

Please note that if you do not remember your username or the email address associated to your StoreFront account, contact **producer.services@blueshieldca.com** or call Broker Support at **(800) 559-5905**.

Note: If you did not receive your welcome email or reset password email, please check your SPAM filter or junk box.

Home page

The home page will display the enrollment kits by county and other materials available for you to order. In addition, the home page has a **message of the day**. It is important to read this message daily as there might be important announcements related to kits, components, and other materials. Here, you will also find Blue Shield's contact information should you need assistance.



Available tools



In the upper right hand corner of your screen, you should have five different icons. These icons can be used at any time to help you navigate within the StoreFront.

- The **home icon** takes you to the initial page where you can see the message of the day and recent order history for all orders in the past 30 days.
- The **edit profile icon** allows you to view your profile and make change to your contact information, including your email address, and reset your password if needed. This email address is used in the "forgot password" feature.
- The **basket icon** allows you to view any orders you may have in your cart and check out.
- The **calendar icon** allows you to cancel orders that have not yet shipped. It also lets you see all your orders for the past two to three years and copy any order into a new one.
- The **door icon** exits you from the StoreFront and takes you to the Sign In page.

Updating profile

While you may have provided Blue Shield of California with your contact information, you may still want to take a look at your profile and make updates as needed.

To update your profile, click the "edit profile" icon on the top right-hand corner.



manage your user profile

<u>personal information</u>	
First Name	
Middle Name	
Last Name	
Phone Number	
Email	jeffrey.harter@icloud.com
<u>change password</u>	
Current	
New	
Confirm	

1. The shipping name should be populated with your entity name. If there is no entity name, your name should be entered in place.
2. Attention fields is optional.
3. Ensure street address 1 and address 2 are correct.
4. Click update profile.

Bank account

A bank account refers to the maximum quantity of kits (per line of business, region, and category) or materials that you are allowed to order on a rolling 30 calendar day period.

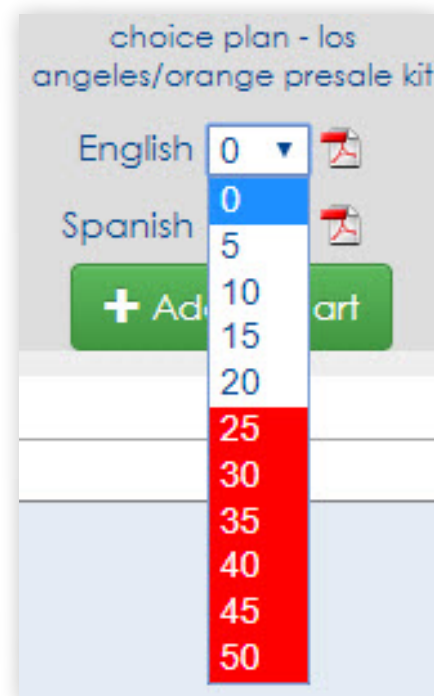
Please note: Order limits for all materials will automatically default to Role B (50 limit order per month). If you place an order outside your limit, that order will be subject to management approval.

Monthly account example:

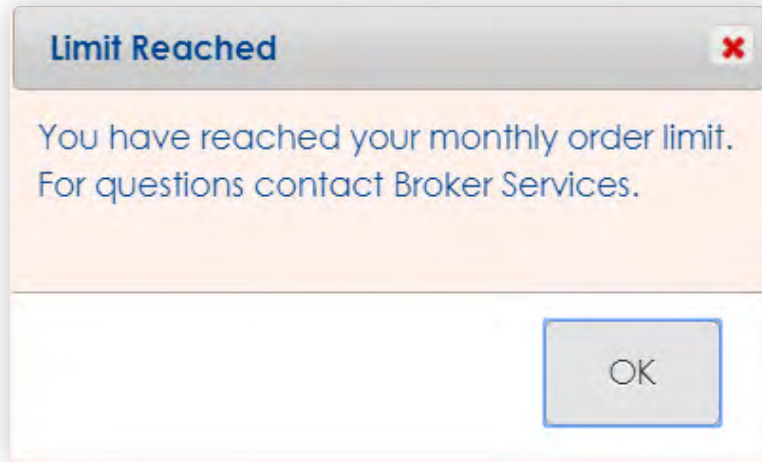
On 08/01/2026, account starts at 50 units. This means you can order 50 items from the StoreFront. On 08/02/2026, you place an order for 10 enrollment kits, bringing your account balance down to 40 units. On 08/03/2026, 20 more enrollment kits are ordered. This brings the account balance down to 20 units. On 08/10/2026, 20 enrollment kits are ordered again, which brings your balance to 0. On 09/01/26, your bank account is reset from initial order date.

08/01/2026: Account starts at 50 units	08/02/2026: 10 kits are ordered	08/03/2026: 20 kits are ordered	08/10/2026: 20 kits are ordered	09/01/2026: Account is reset
Balance: 50 units	Balance: 50 units - 10 units 40 units	Balance: 40 units - 20 units 20 units	Balance: 20 units - 20 units 0 units	Balance: 50 units

If you place an order outside your limit, that order will be subject to management approval. Quantities highlighted in red indicate limit has been reached when placing an order for a kit where you have depleted your "bank account balance."



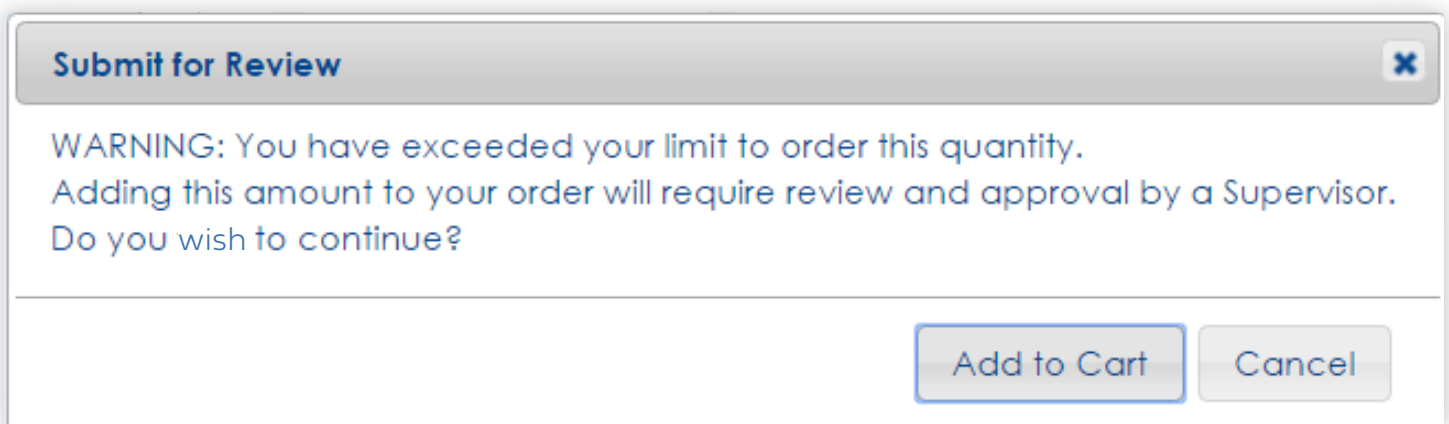
If you deplete your bank account, you will see the following:



Material limits

Once you have placed an order that may need approval, you may see a message that will tell you if an order you have placed requires approval. Orders that need approval are identified as over order limit. An email will be sent to approver. Approval will be completed within 24 hours.

When you have reached your limit, you will see this message:



Ordering overview

To place an order for a kit or other materials, you will need to expand the category you'd like to order from.

The StoreFront has five options to choose from:

- BSC MAPD 2026
- BSC PDP 2026
- BSC MEDSUPP
- BSC OTHER 2026
- BSC IFP 2026

Expand a category to view the options available.

- BSC MAPD: English and Spanish Presale Kits for each region
- BSC PDP: English Presale Kit
- BSC MEDSUPP: English Presale Kit, Spanish Presale Kit (Download only)
- BSC OTHER: Applications, Directories, Disenrollment Forms, Scope of Appointment Form, Pharmacy, Sales Tools, Star Ratings.
- BSC IFP

Note: Not all categories may display. This is based on your certifications with Blue Shield.

▼ BSC MAPD 2026

– Alameda

– Kern

● Los Angeles

– Merced

– Orange

– Riverside

– San Bernardino

– San Diego

– San Joaquin

– San Luis Obispo

– San Mateo

– Santa Barbara

– Santa Clara

– Stanislaus

▶ BSC PDP 2026

▶ BSC MEDSUPP

▶ BSC OTHER 2026

▶ BSC IFP 2026

▶ BSC MAPD 2025

▶ BSC PDP 2025

▶ BSC OTHER 2025

los angeles

▼ presale kit

blue shield 2026 Enrollment kit

Los Angeles/Orange-65 Plus (HMO)

blue shield 2026 Enrollment kit

Los Angeles/Orange-65 Plus Plan 2 (HMO)

blue shield 2026 Enrollment kit

Los Angeles/Orange-AdvantageOptimum Plan (HMO)

blue shield 2026 Enrollment kit

Los Angeles/Orange-Blue Shield Inspire (HMO)

blue shield 2026 Enrollment kit

Los Angeles/Orange-Inspire (HMO)

blue shield 2026 Enrollment kit

Los Angeles/San Diego-TotalDual (HMO-DSNP)

Ordering materials

To order kits, expand the line of business category. There is the option to order MAPD and PDP kits by region. For Medicare Supplement kits, the latest version is available. For OTHER materials, expand the "Other" category.



To view kits available, click on a tab, select the desire region or option. A thumbnail will appear on the right side of the screen.

Choice Plan presale kit

English 0

+ Add to Cart

To order the item, hover over the thumbnail. An option to order the kit will display.

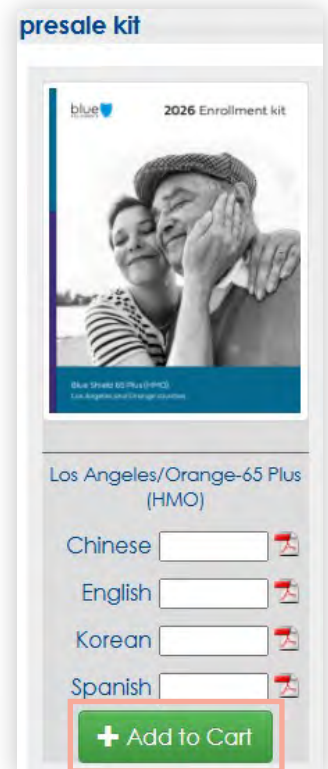
You also have the ability to download the PDF when available. Look for the PDF logo to view and download.

If the item is ONLY available for download, you'll see the PDF icon only.

Click on the *Order* button and select the number of you'll like to order. If a Spanish version of the kit is available, the option to order this kit will be available. In addition, the PDF version of the MAPD book will be also available for download.

Once you have selected the number of kits you need, click *Add to Cart*.

You may expand the view of the kit ordered in your cart details to see the components of the kit.



Once added to your cart, the documents will display under the “cart details” section. You also have the ability to download the PDF when available. Look for the PDF logo to view and download.

Orange

- Riverside
- San Bernardino
- San Diego
- San Joaquin
- San Luis Obispo
- San Mateo
- Santa Barbara
- Santa Clara
- Stanislaus

▶ BSC PDP 2026

▶ BSC MEDSUPP

▶ BSC OTHER 2026

▶ BSC IFP 2026

▶ BSC MAPD 2025

▶ BSC PDP 2025

▶ BSC OTHER 2025

cart details



MAPD 2026 English

Presale Kit

Los Angeles/Orange...

Qty: 1

Remove

presale kit



Los Angeles/Orange-65 Plus (HMO)



Los Angeles/Orange-65 Plus Plan 2 (HMO)



Los Angeles/Orange-Blue Shield Inspire (HMO)



Los Angeles/Orange-Inspire (HMO)

Note: If you'd like to remove a kit from your cart, simply click the *Remove* option. This will remove the document from your cart.

13

Once a kit or material has been added to the cart, you'll notice that the basket icon now has items.



Click on the basket icon to view the content or to finalize your order.

your order

Please review your order. The shipping address defaults to the address in your user profile (change this with the "Edit Profile" feature). To ship this order to a different address simply enter it in the fields below.

Once your order items and delivery address are confirmed click "Place Order".

Orders received by 10 a.m. (PST) will process same day and ship within 2-3 days.

Orders received after 10 a.m. will process next day.

order information

Year	Item	Description	Language	Qty	
2023	Alameda-Select (PPO)	Alameda	English	5	
2023	Los Angeles/Orange-65 Plus (HMO)	Los Angeles	English	5	

Your order is 4.2 lbs. If you wish to place this order click on the Place Order button below.

shipping information

Name

Attention

Street 1

Street 2

City State Zip

Phone

☐ Validate Address

[← Continue Shopping](#)

[Click here to Place Order](#)

In this section, you'll have important order information such as shipping expectations and your shipping address. Ensure you read the details and understand when to expect your order to be fulfilled.

If the shipping information is correct but would like to ship your materials to a different address, you may update the shipping address here.

To update your shipping information for just this order, simply update the "shipping information."

If you are satisfied with your order, click the *Place Order* button.

Add multiple emails on order status

To add multiple emails to an order request, add semicolons between each email address.

Note that if you would like to update your default shipping information, this can be done by editing your profile. See "Updating Profile" section of this document.

Also note that your order will display a variable graphic depicting whether you'll be getting just a few boxes or a pallet depending on the size of your order. See shipping expectations section for more details.

If an item in your order information section is not the item you wanted to order, you may click the red X to remove this item from your basket.

	Year	Item	Description	Language	Qty	
	2023	Alameda-Select (PPO)	Alameda	English	5	
	2023	Los Angeles/Orange-65 Plus (HMO)	Los Angeles	English	5	

If you are ready to place your order, click the *Place Order* button.

order information

Year	Item	Area	Language	Qty	
2017	PDP presale kit	Kit	English	25	

Your order is 6.3 lbs. If you wish to place this order click on the Place Order button below.

shipping information

Name

Attention

Street 1

Street 2

City

State

Zip

Phone



[← Continue Shopping](#)

 [Click here to **Place Order**](#)

An Address Correction window will appear with the address you entered (or came from your profile if populated) and the recommended address from the United States Postal Service (USPS). If the recommended address is correct, it is best to select *Use New* to ensure speedy delivery.

Address Correction

We recommend using this validated address:

29011 Commerce Center Dr.
Suite 218
Valencia, CA 91355

[Keep Old](#)

29011 Commerce Center Dr Ste 218
Valencia, CA 91355-4195

[Use New](#)

A window will appear with details about the order submitted. This window will tell you if the order was released successfully or if the order requires approval from Blue Shield.

Welcome.

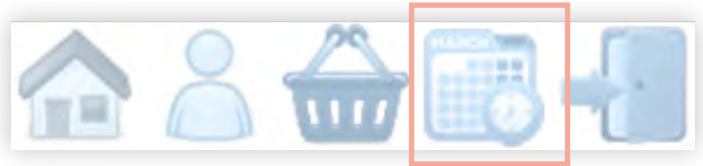
order has been submitted!

Order status

Once an order is placed, the order may remain in Pending release or Awaiting approval. All orders placed before 10 a.m. PT, will be released for processing the same day.

You will receive a confirmation email when the order is processed. A second email will be sent with tracking information when it ships.

To check the status of your order(s) at any time, you may log back in to the StoreFront and click on *Order History*.



The order history section will automatically show you a three month (90 days) order history.

Once in the Order History page, scroll down to the bottom of the page to see your most recent orders.

Example:

Table Data in MARLOT

	client	phase code	short description	long description
1	BSC	APRV	Awaiting approval	Order waiting qualified approval prior to release
2	BSC	BO	Backordered	Released but fully, or partially, backordered
3	BSC	CNCL	Canceled	Order canceled
4	BSC	DRFT	Order Placed	Order in production processs
5	BSC	ERR	Error	Error occured (failed order validation or unexpected system error)
6	BSC	FEED	Awaiting PDF upload	Order waiting for an PDF to be uploaded into a line item
7	BSC	PROC	Processing	Order in Fulfillment process with no backorder holds
8	BSC	SHIP	Shipped	Order completely shipped

This “at a glance” report will show you order date, the order number, status, number of items ordered, and total pieces.

The various statuses you may see are:

Status	Description
Canceled	Order canceled by user or Blue Shield team
Order placed	Order not yet released for fulfillment
Awaiting approval	Orders pending approval (Click on the [Why?] button to see reason.)
Processing	Order being processed
Shipped	Order has shipped

To see the content of your order, you may click on the desired row

Table Data in MARLOT

	client	phase code	short description	long description
1	BSC	APRV	Awaiting approval	Order waiting qualified approval prior to release
2	BSC	BO	Backordered	Released but fully, or partially, backordered
3	BSC	CNCL	Canceled	Order canceled
4	BSC	DRFT	Order Placed	Order in production process
5	BSC	ERR	Error	Error occurred (failed order validation or unexpected system error)
6	BSC	FEED	Awaiting PDF upload	Order waiting for an PDF to be uploaded into a line item
7	BSC	PROC	Processing	Order in Fulfillment process with no backorder holds
8	BSC	SHIP	Shipped	Order completely shipped

documents

Order F17201536

Created 07/22/2016

50 items in 3 distinct documents

Order F17201

Jose

29011 Commerce Center Drive

Valencia, CA 91355

Order Awaiting approval

Copy

Cancel

English

MAPD 2017

Presale Kit

Riverside

Qty: 50

English

MAPD 2017

MAPD summary of b...

MAPD summary of b...

Riverside

Qty: 0

English

MAPD 2017

Book

Book

Riverside

Qty: 0

Date	Number	Status	Items	Total Pieces
07/11/2016	F17198214	Canceled	1	1
07/13/2016	F17198401	Canceled	3	25
07/21/2016	F17201423	Pending release	1	25
07/22/2016	F17201535	Pending release	1	15
07/22/2016	F17201536	Awaiting approval	3	50
07/22/2016	F17201537	Pending release	3	25

This screen will allow you to see the details about your order such as items ordered and quantities. You may cancel.

Note that orders in Ship status cannot be canceled.

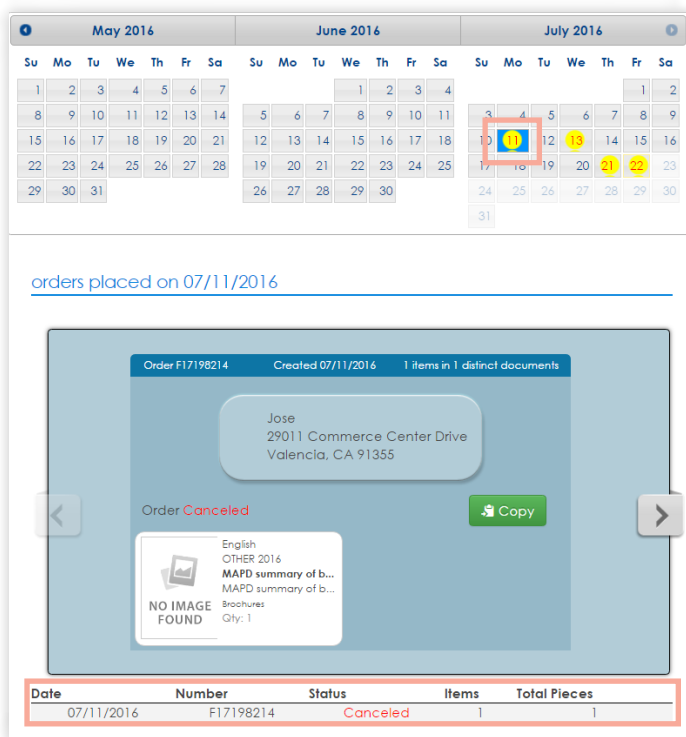
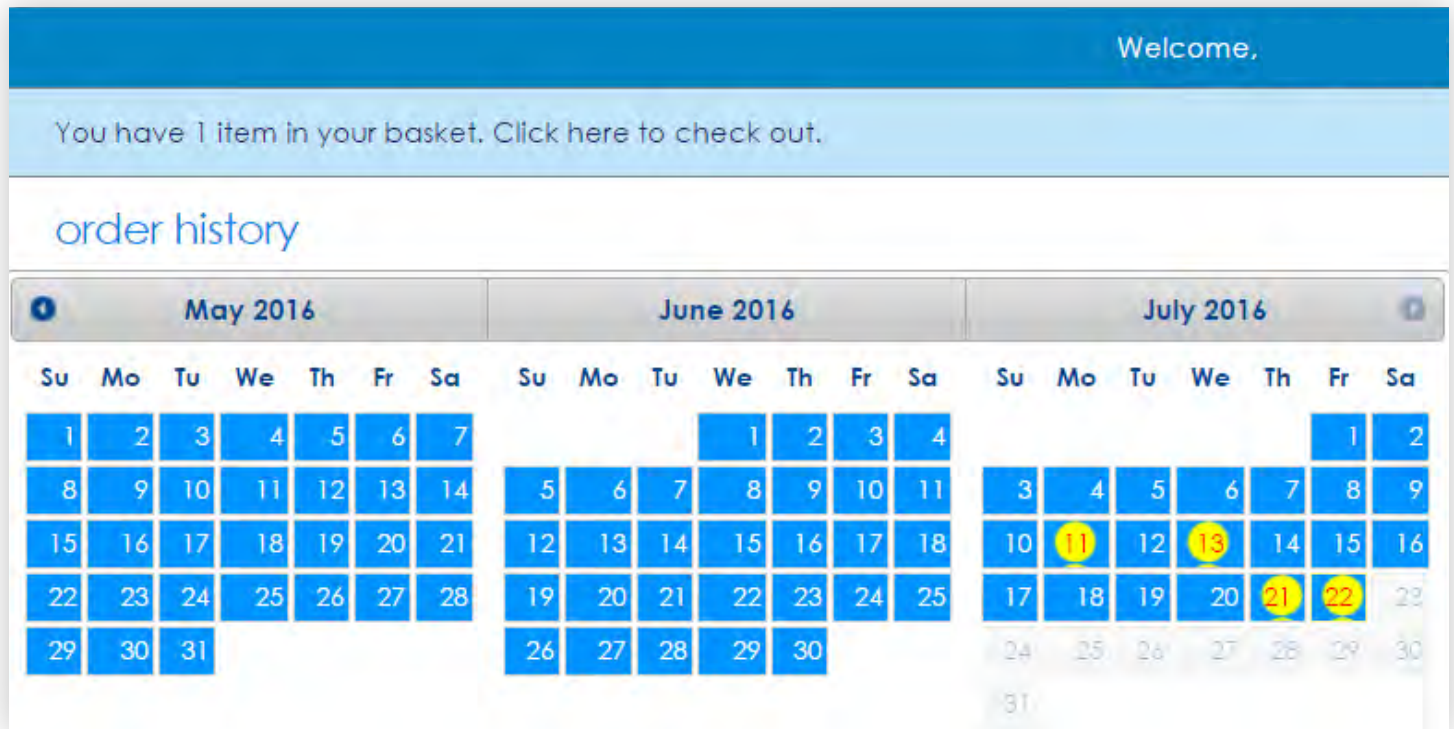
Report order issues, or other issues with fulfillment to the dedicated Medicare email:

MedicareFulfillment@blueshieldca.com

Order history

The Order history page allows you to view orders placed within the past two to three years. The Order history page will automatically display a three-month period starting at the current month and back 90 days.

A yellow dot will appear on any days where orders were created, regardless of the status of the order.



To view orders placed on a specific day, you may click on that day. In this sample, you will see orders placed on July 11.

The screen will show you a snapshot of the order and the date ordered. On the screen, you may use the arrows placed on each side of the screen to move to other orders placed that day, or a different day.

On the bottom of the screen, you'll see a list of orders placed on that day.

May 2016							June 2016							July 2016							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
1	2	3	4	5	6	7				1	2	3	4							1	2
8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9	
15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16	
22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23	
29	30	31					26	27	28	29	30			24	25	26	27	28	29	30	
														31							

Order F17198214

Created 07/11/2016

1 items in 1 distinct documents

Jose
29011 Commerce Center Drive
Valencia, CA 91355

Order Canceled

Copy

English
OTHER 2016
MAPD summary of b...
MAPD summary of b...
Brochures
Qty: 1

NO IMAGE FOUND

NO IMAGE FOUND

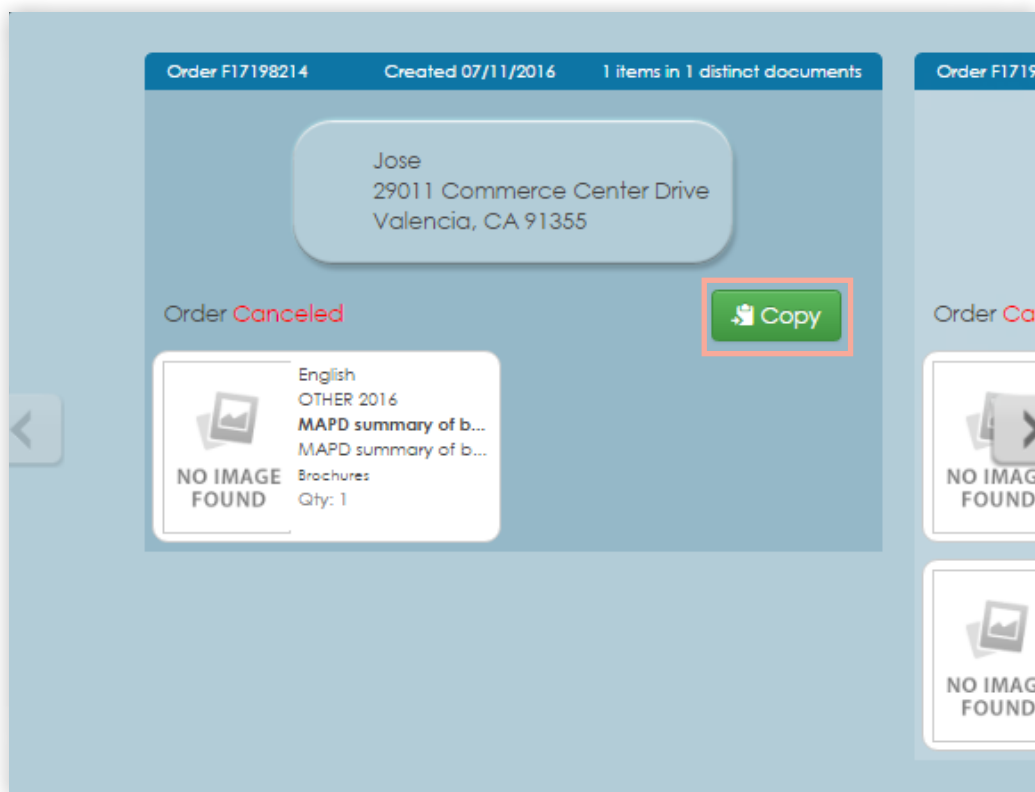
Date	Number	Status	Items	Total Pieces
07/11/2016	F17198214	Canceled	1	1
07/13/2016	F17198401	Canceled	3	25
07/21/2016	F17201423	Pending release	1	25
07/22/2016	F17201535	Pending release	1	15
07/22/2016	F17201536	Awaiting approval	3	50
07/22/2016	F17201537	Pending release	3	25

Use these arrows
to flip to other
orders to view.

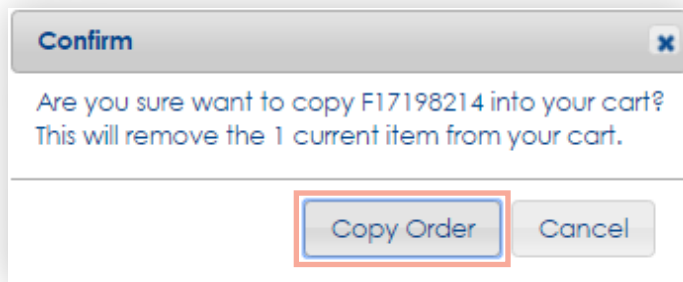
Copy order

The Order History page allows you to view past orders, regardless of the status. To save time, you may want to copy a past order and submit it for processing. This feature will copy every item in that old order and create a new order. The shipping address is also copied but this can be changed in the check-out screen.

To copy an order, go to your Order History, look for the order in question, and click the *Copy* button.



A pop-up window will appear asking you if you are sure of the action you are about to take.



Click "Copy Order"

You'll be taken automatically to your shopping cart to complete and submit your order. Ensure the shipping address is correct and click *Place Order*.

The order then will follow standard processing.

your order

Please review your shipping order. The default shipping address is listed. To ship to a different address, enter it in the blank fields below.

Once order and delivery address are confirmed, click "place order."

Order received by 10 a.m. will process same day and ship within 2-3 days.

Order received after 10 a.m. will process next day.

order information

Year	Item	Description	Language	Qty	
2017	fresno presale kit	Fresno	English	10	
2017	San Diego presale kit	San Diego	English	10	
2017	San Diego presale kit	San Diego	Spanish	10	
2017	riverside presale kit	Riverside	English	10	
2017	Riverside presale kit	Riverside	Spanish	10	

Your order is 50.0 lbs. If you wish to place this order click on the Place Order button below.

shipping information

Name	Arvato
Attention	Jose
Street 1	29011 Commerce Center Drive
Street 2	
City	Valencia
State	CA
Zip	91355
Phone	



[← Continue Shopping](#)

[Click here to **Place Order**](#)

Order quantities

- Directories can be ordered in single quantities.
- Envelopes can be ordered in single quantities.
- All other sales tools (marketing collateral) can be ordered in single quantities.

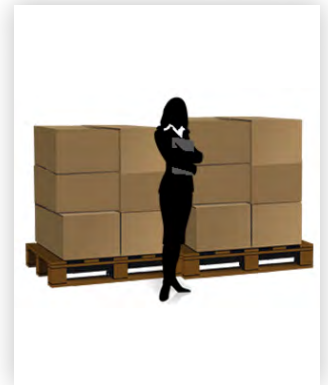
Shipping expectations

Once your order is placed, it will process the same day if placed before 10 a.m. PT. It will ship within two to three days. Orders received after 10 a.m. PT will process the next day.

What to expect when receiving your order?

To help you understand what to expect when receiving your order, we have placed a visual aid on the order information page at checkout. The total weight of the order is shown as well.

If your order consists of one box, you will see this graphic. If your order is much larger, you may see a different graphic. A few boxes, a pallet, or a few pallets



The graphics above will give you an idea in the event that you need to inform your receiving team of your shipment.

Revision history

Version	Date	Author/Approver	Description
1	07/19/16	Jose Becerra / Jeff Harter	Initial creation of job aide.
2	06/26/19	Kim Derpic - Blue Shield	Updated job aide to reflect current statues from Blue Shield side.
3	06/28/19	Alicia Morales / Jeff Harter	Updating job aide to reflect current statues arvato side.
4	07/09/19	Alicia Morales / Jeff Harter	Updated page 10 with updated screen shot with increments of 5 and page 30 updated text to indicate increments of 5 and not 10.
5	07/30/19	Alicia Morales / Jeff Harter	Updated page 10-11 with new limit reached and over the limit ordering; GEO DIR screen shot updated.
6	06/22/2020	Jill Chapman	Updated screen shots with new side bar.
7	09/24/2021	Jill Chapman	
8	08/11/2023	Jill Chapman	Updated screen shots.
9	12/01/2025	Natalia Sanchez / Robert Hachmann	Updated content and screenshots.

