



MASSACHUSETTS

Frequently Asked Questions: BlueLinksSM for Employers and Enrollment Management

Q: I recently heard about BlueLinks for Employers. What is it?

A: BlueLinks for Employers is our premier online resource, designed to help employers meet the demands of health plan administration. The foundation of the BlueLinks for Employers site includes the Enrollment Management tool, which allows employers to conduct real-time* transactions in a secure and convenient online setting. The site also includes a comprehensive collection of additional resources that assist your clients with health plan management and the ability to quickly respond to the needs of their employees.

These resources include:

- **Forms Library:** This library includes downloadable forms (in Adobe[®] Acrobat[®] PDF format) that help your clients conduct business with Blue Cross Blue Shield of Massachusetts including Fitness Benefit and member application forms.
- **Employee Education:** This section contains health care-related educational opportunities for you, your clients, and their employees, including WebMD[®] University, **The Value of Generic Medications**, and our online hospital quality comparison tool.
- **Health and Wellness:** This resource contains information about our health and wellness programs, including our Living Healthy[®] discounts.
- **Care and Disease Management:** This section includes information on Blue Cross Blue Shield of Massachusetts various Disease and Care Management programs, from our e-Blue Health resources for members who may be at risk for medical conditions to our Blue Care Connection[®] programs for members who require more intensive disease management services.

* Please note that transactions will be processed in real time from 7:00 a.m. to 8:00 p.m. ET, Monday through Friday. Transactions completed at other times will be processed as of 7:00 a.m. the following business day.

Q: What can my clients do with the Enrollment Management tool on BlueLinks for Employers?

A: The Enrollment Management tool allows an account's primary user (and delegated users) to conduct the following real-time* transactions:

- Add a subscriber/spouse/dependent
- Update personal information about a subscriber/spouse/dependent
- Transfer, reinstate, re-enroll, or cancel coverage for an employee
- Order ID cards
- Update PCP information
- Download group rosters
- Delegate access rights to other associates and brokers

If you'd like to take a tour of Enrollment Management, please visit www.bluecrossma.com/foremployers and click on **View Tour**.

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Q: How do my clients register for/use BlueLinks for Employers?

A: In order to register, your clients must designate a primary contact—this person will be identified as the “super user.” Due to strict security measures, the super user must register and obtain a unique user name and password before accessing the BlueLinks for Employers website and the Enrollment Management tool. To register, the super user must:

- 1. Call their respective Account Service Representative.** The service representative will provide the super user with his/her company’s account number and an eight-character PIN. The super user will use this information to access our online registration feature.
- 2. Go to www.bluecrossma.com/foremployers.** Once there, select the **Register Now** link above the **Sign In** box. Next, the super user must enter the company’s account number and 8-character PIN, then click the “**Register**” button. They should not attempt to enter this information in the **Sign In** box on the home page, as it will not work. The **Sign In** box should only be used once the super user has gone through the entire registration process and has received a user name and password.
- 3. Complete the online registration form.** At the end of the online registration, the super user will receive his/her unique user name. (For security purposes, his/her temporary password will be delivered in a separate e-mail.) They must complete the registration by downloading the BlueLinks Registration Agreement, signing it, and faxing it back to us. Instructions for this process are available online. Once we receive the BlueLinks Registration Agreement, we’ll send the super user an e-mail indicating that their user name and temporary password have been activated.
- 4. Upon receiving the e-mail, the super user will be able to log into BlueLinks for Employers.** The first time a super user signs in to the **BlueLinks for Employers** website (with their user name and temporary password), they will be asked to create their own unique password. This password must be at least eight characters in length and contain at least one number and one capital letter. All passwords are case sensitive.

Q: How can I, as a broker, register for BlueLinks for Employers and the Enrollment Management tool?

A: As a broker, registering for **BlueLinks for Employers** and **Enrollment Management** is a two-step process:

- **Step One**

Follow the same flow as the super user registration process outlined on the previous question. Please note that you will enter your Agency Payee Code in place of a client’s account number.

- **Step Two**

Because of our best-in-class security and certain HIPAA regulations, you cannot gain access to your clients’ employee records without a super user’s permission. Super users have the ability to delegate access to other administrators, including brokers. This is done through the **User Management** feature within the **Enrollment Management** tool. After the super user grants you access, that client will become part of your **Enrollment Management** account list and appear on the **Enrollment Management Welcome Page** after you sign in.

Q: Some of my clients do not have Internet access and/or are not capable of registering for BlueLinks for Employers on their own. Can I still access their information via the Enrollment Management tool?

A: Yes—these clients should complete the BlueLinks Authorization for Third-Party Representatives form, which is currently available on the BlueLinks for Employers website (Forms & Brochures section).

Q: How can I be assured that employees' information is secure?

A: Blue Cross Blue Shields of Massachusetts has taken precautions to ensure that employees' information is secure and protected in the BlueLinks for Employers system. Any member data housed in the system will comply with HIPAA, federal, and state laws protecting the confidentiality of personal health information.

Q: I currently use the FileLink® system. How does BlueLinks for Employers affect my health plan maintenance?

A: BlueLinks for Employers does not affect your ability to use the FileLink system. You and your clients can use FileLink for health plan maintenance while simultaneously using the BlueLinks system to make immediate updates with the Enrollment Management tool.

It is important to note, however, that failure to update this data in your employer's HRIS system (and consequent failure to keep them synchronized), will cause the next file transfer to overwrite any updates made in Enrollment Management.

Q: I'm a broker, yet I'm accessing BlueLinks for Employers. Why?

A: We are working on a new brokers-only website that will allow you to access plan management tools, including BlueQuote and Enrollment Management. Until the site is completed, you can only access Enrollment Management through the BlueLinks for Employers site.



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