

Guide to Enrollment Management

Welcome

Welcome to BlueLinks for Employers and our Enrollment Management tool. With Enrollment Management, you can immediately begin to streamline your health plan maintenance by leveraging our easy-to-use interface and the power of real-time transactions.* You'll save time, avoid errors due to re-keying, and have peace of mind knowing your plan's information is safe, secure, and up-to-date.

Getting Started: Signing In

Start by going to www.bluecrossma.com/foremployers.

Because security is of the utmost importance, you must sign in to BlueLinks before using Enrollment Management. You will need your user name and password to do so.

If you do not have a user name and password, you'll need to register first.



Managing Your Enrollment: Search for an Employee or Manage Users of the System

Once signed in, you can begin to take advantage of all that Enrollment Management has to offer. Through easy-to-follow prompts and intuitive navigation, the tool lets you:

- Add a subscriber/spouse/dependent
- Update personal information for a subscriber/spouse/dependent
- Transfer, reinstate, re-enroll, or cancel coverage
- Download group rosters
- Order ID cards
- Update PCP information

Since enrollment information is maintained at the individual employee level, you'll start by locating the individual you want to work with:

1. Search by subscriber ID or name

Use the quick search at the top of the page, or click this tab for more advanced subscriber search capabilities.

2. Search by group number

Work one group at a time. You can also start your search at a higher level—group number—and work your way down to an employee.

3. Add new subscriber

Need to add a new subscriber to your plan? Click this tab to start.

4. User management

As a primary user, you can manage access to Enrollment Management by adding other plan administrators, including brokers.

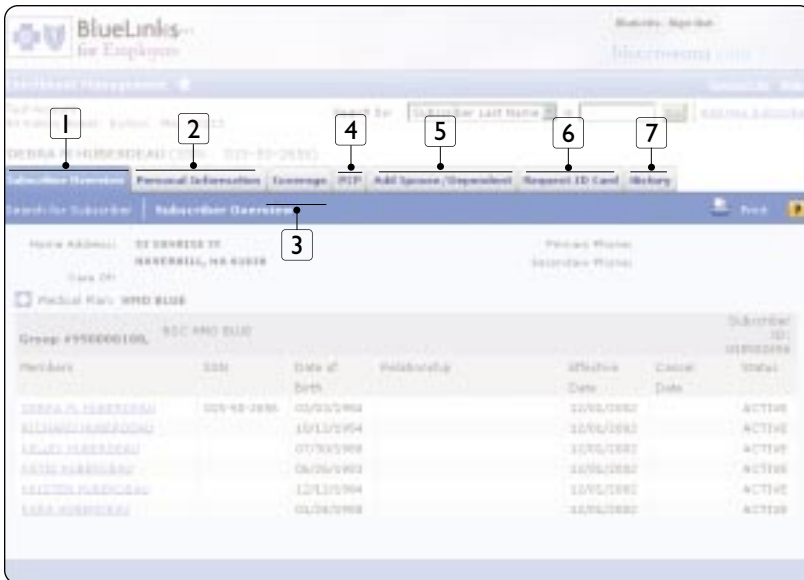


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*For transactions completed Monday–Friday, 7:00 a.m. to 8:00 p.m. Eastern Time. Transactions completed at other times will be batched and processed at 7:00 a.m. the next business day.

Managing Your Enrollment: Employee Updates

Upon locating the individual you wish to work with, you'll be delivered the employee detail page. From here, you have the ability to conduct a variety of transactions within the person's account:



1. Quickly scan the **Subscriber Overview** for a snapshot of group and dependent information.
2. Update the subscriber's **Personal Information**, including name, address, DOB, and Medicare eligibility.
3. **Modify coverage** as allowed through your plan.
4. **Update PCP** selection for the subscriber and dependents.
5. **Add Dependents** to the subscriber's plan.
6. **Request an ID card** for the subscriber and dependents.
7. View the subscriber's **history** with the plan.

Frequently Asked Questions

1. How do I register for BlueLinks and Enrollment Management?

Registration is easy. Just follow these steps:

Step 1: If you are an existing account, contact your Account Service Representative to obtain your unique Personal Identification Number (PIN).

Step 2: Go to www.bluecrossma.com/foremployers and click on the **Learn More and Register** link within the BlueLinks Sign-In Box.

Step 3: Using your PIN, follow the simple prompts.

2. I am having difficulty signing in. What could be the problem?

Your password is case sensitive, so be sure you're using the correct case. If you have forgotten either your user name or password, follow the link of the same name from the BlueLinks Sign-In Box on the For Employers home page. If you continue to have problems, contact the BlueLinks Help Desk at **1-800-650-9808**, anytime Monday–Friday, 8:00 a.m. to 5:00 p.m., Eastern Time or via email at bluelinks@bcbsma.com.

3. How do I add users to the Enrollment Management system?

The primary user at a company has the ability to give administrators (including brokers) access to Enrollment Management. Once profiles are created by the primary user, these individuals will be able to conduct all the transactions outlined above. To add users, click the User Management tab.

4. Can I view and download my group roster?

Yes. For groups of less than 2,000 subscribers, the entire list will be displayed on-screen. From there, you also have the flexibility of sorting the list by clicking on any of the column headers, as well as the ability to download the roster in a text delimited file format. For groups of more than 2,000 subscribers, you can request a copy of the file, which will be made available for download on the Enrollment Management site on the following business day.

