



Guide to Enrollment Management

Welcome to BlueLinksSM 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 rekeying, 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/employers.

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

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

Sign in with your username and password here.

Forgot your username or password? Follow this link.

Need to register? Follow this link.

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

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

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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

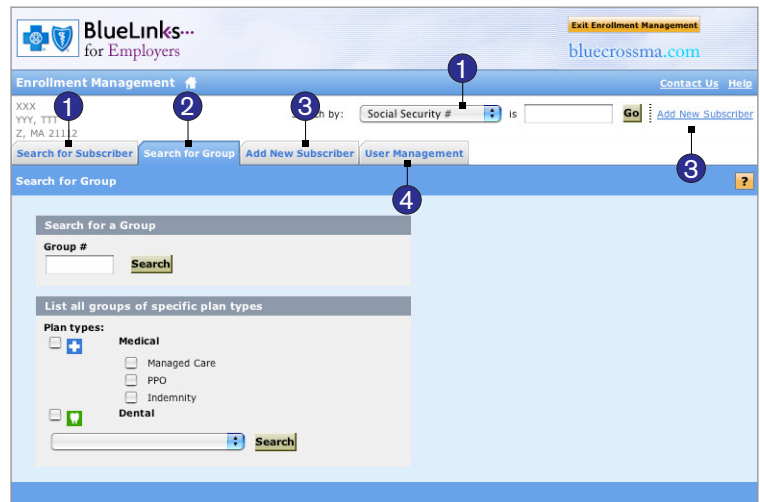
Work one group at a time. You can also start your search at a higher level—group number—and work your way down to an employee.

3. Add new subscriber

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

4. User Management

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



Managing Your Enrollment: Employee Updates

Upon locating the individual you wish to manage, you'll view 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 and dependents 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.

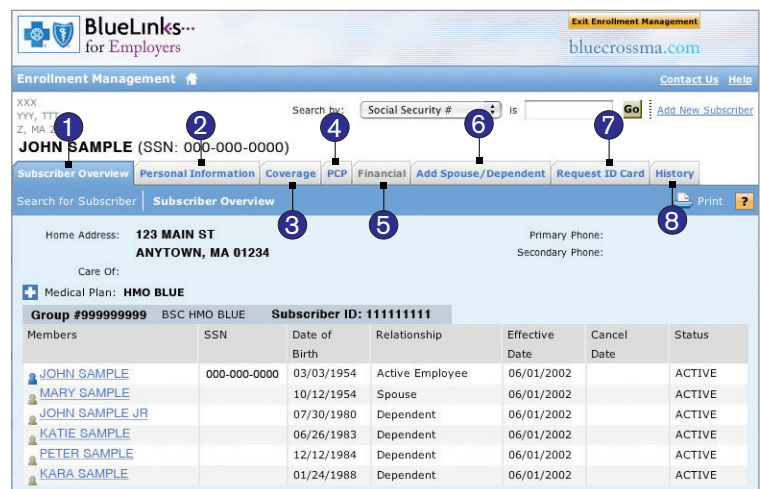
5. Update Financial information

(Health Savings and Financial Savings Accounts) for groups that offer this to subscribers.

6. Add Spouse/Dependent to the subscriber's plan.

7. Request ID Card send for the subscriber and his or her dependents.

8. View the subscriber's History with the plan.



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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/employers and click on the **Learn More & Sign Up** link.
- **Step 3:** From the **Enrollment Management** page, click the **Register Now** link. 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 username or password, follow the link of the same name from the **BlueLinks** sign-in box on the **Enrollment Management** homepage. If you continue to have problems, contact the BlueLinks help desk at 1-800-650-9808, Monday through Friday, 8:30 a.m. to 5:00 p.m. ET, 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 other administrators within your company (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 fewer than 1,400 subscribers, the entire subscriber list will be displayed on-screen. To get to the subscriber list of a group, you must first use the **Search for Group** function. From here, 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 1,400 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.

5. When is the Enrollment Management tool available?

The tool is available during the following times (NOTE: all times are Eastern Time):

Monday through Friday	6:30 a.m. to 1:00 a.m. the following day
Saturday	7:00 a.m. to 1:00 a.m. the following day
Sunday	7:00 a.m. to 5:00 p.m.

The **Enrollment Management** tool is real-time, which means that submitted transactions will immediately update our back-end Legacy systems that maintain our member's eligibility.* As such, we perform routine nightly and weekend maintenance to ensure our systems are operating at optimum performance levels. For this reason, the Enrollment Management tool is not available around the clock.

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

