

A Simpler Way to Manage Benefits Administration and Enrollment

For accounts with 20+ eligible medical employees and 10-150 enrolled medical subscribers

Blue Cross Blue Shield of Massachusetts is pleased to offer electronic enrollment support for accounts with fewer than 150 enrolled medical subscribers. As a first-in-market solution, we've partnered with five leading technology platforms and three channel partners to offer a better education, shopping, and administration experience.

Get started in three simple steps:

Step 1: Select a Technology Platform	Step 2: Select a Corresponding Channel Partner
Technology platforms provide valuable administrative efficiencies for employers and employees by offering online educational tools and resources to support plan selection, enrollment, and more.	Channel partners provide administrative support for employers and brokers to set up and maintain the account benefits and rates on the technology platform, in addition to managing the enrollment files.
Employee Navigator: employeenavigator.com	ebm: getebm.com ProHCM: prohcm.com
bswift: bswift.com	ebm ProHCM
ADP: adp.com	ProHCM
Maxwell Health: ¹ maxwellhealth.com	Maxwell Health

1. Maxwell Health may act as both a technology platform and a channel partner. When electing Maxwell Health as your technology platform you are not required to select a separate channel partner.

Step 3: Select Additional Benefits

With each employer-paid or voluntary product selected from approved carriers, we'll discount the amount paid to your channel partner according to the listings below, up to \$1.50 per employee per month (PEPM).

Product	Discount PEPM	Product	Discount PEPM
Dental Blue	\$0.50	Long-Term Disability	\$0.25
Blue 20/20	\$0.25	Critical Illness	\$0.25
Term Life	\$0.25	Accident Care	\$0.25
Short-Term Disability	\$0.25	Hospital Indemnity	\$0.25

Approved carriers are USABLE®, Hartford, AXA, and Symetra®.

Important Notes:

- Broker and account are responsible for providing channel partners with group structure, rates, and benefits to create your selected technology platform.
- Broker and account are responsible for validating that rates and benefits are accurate on the technology platform.
- New business accounts will be added to our enrollment file after the account is active in the Blue Cross system.
- Existing accounts will be added to enrollment file off the anniversary date.
- The broker and/or account will no longer have access to BlueLinksSM or BluesEnrollSM. The selected technology platform will become your primary enrollment portal.
- We offer employers electronic enrollment to support the use of plan selection and enrollment technology solutions. We're not responsible for the actions of technology platforms or channel partners.
- Accounts with 50+ enrolled wishing to offer multiple products as part of an exchange experience must select from the standard Blue Cross Blue Shield of Massachusetts product bundles and follow the Blue Cross Single Carrier Exchange Rules of the Road, including the requirement to offer additional product lines. Please contact your account executive for more details.

Questions?

For more information, contact your account executive.