



MASSACHUSETTS

# Introducing the Electronic Self-Service Tool

The enhanced platform includes a streamlined user interface and state-of-the-art technology.

We're pleased to announce that we're migrating from BlueLinks<sup>SM</sup> to a new self-service enrollment tool for our electronic file submitters. The new tool provides a better user experience, making data entry and file processing easier for our accounts and brokers.

## The Electronic Self-Service Process

All transactions performed in the new tool must be included in your electronic file. In the event of an access-to-care issue, you can use the self-service tool to:

- Add subscribers and dependents to your membership
- Update subscriber information
- Cancel coverage
- Request new ID cards
- Update individuals' doctor information

## A Seamless Transition from BlueLinks

We'll provide training materials to help all accounts and brokers become familiar with the new tool. After it launches, accounts will gain access through a link on the Employer page at [bluecrossma.org](http://bluecrossma.org). Brokers will have access to the platform through Broker Central. There won't be any system outage for users.

## Which Plans Does This Tool Support?

New self-service enrollment tool supports accounts with members on medical, dental, Medicare Supplement, and COBRA plans, as well as plans with our Health Financial Accounts. Medicare Advantage plans aren't currently supported.

The primary enrollment channel for the account is an electronic file. The tool provides additional support when this isn't available.

## Questions?

If you have questions, please contact your account executive.