MASSACHUSETTS

Electronic Self-Service Tool FAQ

We're transitioning from the BlueLinks℠ enrollment management tool to an improved, electronic self-service tool, exclusively for our accounts that submit electronic enrollment files. This enhanced tool includes an updated user interface, while maintaining reliable functionality, to provide a better overall user experience.

Who can use the new electronic self-service tool?

This tool is only for accounts that submit electronic enrollment files. All other accounts can use BluesEnroll for transmitting enrollment information.

If I'm submitting a file-based enrollment, can I use BluesEnroll?

No, accounts that submit electronic files should use the electronic self-service tool.

Why is the electronic self-service tool being updated?

We're modernizing our technology to better serve our accounts. The updates will allow us to improve the self-service tool with future upgrades and a stronger security platform, reducing cyber threats and ensuring the protection of our account data.

When should I use the new electronic self-service tool?

All transactions performed in this 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 to your membership:

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

If a portion of my enrollment (e.g., COBRA) isn't included on my file, can I submit transactions with the electronic self-service tool?

Yes, if a portion of your enrollment isn't included on your enrollment file, you should submit those transactions using the new electronic self-service tool.

If I use a vendor to support a portion of my transactions, can I limit their action in the tool?

Yes, the security protocols on the new electronic self-service tool allow you to assign users to specific groups within your account.

Which Blue Cross Blue Shield of Massachusetts plans and products does the new electronic self-service tool support?

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

How often will data be exchanged between the new electronic self-service tool and the file processing platform?

All standard transactions will be processed within one business day. Member transactions are retrieved Monday through Friday, excluding holidays, at 9:00 a.m., 11:00 a.m., 1:00 p.m., and 5:00 p.m. ET. Transactions performed after 5:00 p.m. ET are retrieved the following business day.

For example, transactions entered on Monday before 1:00 p.m. ET are retrieved and updated that day. Transactions entered on Monday after 5:00 p.m. ET are retrieved the following day.

If you submit a complex transaction, or one that requires underwriting approval, there may be a delay.

How can I access the new electronic self-service tool?

The tool is available through the Employer and Broker pages at **bluecrossma.org**. The tool is hosted online, and doesn't require any additional hardware or software. Online resource materials will be available for the tool.

Questions?

If you have questions, please contact your Electronic Enrollment Specialist.

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