



Blue Cross® and Blue Shield® of Minnesota and Blue Plus® are registered independent licensees of the Blue Cross and Blue Shield Association

Welcome to Blue Cross and Blue Shield of Minnesota and Blue Plus! We're excited to have you join us! Below are resource links and contact information to help you begin marketing and selling as quickly as possible and information to help you provide the best service to your clients once they've enrolled. Let's get started!

Agency code and agent number: Many of the tools you'll use will require you to provide this unique identifying information. This is also how you'll receive compensation for your sales. Don't worry...it will become very familiar to you very quickly!

Your agency code:

Your agent number:

Blue Edge is your online resource for:

- On-demand training via recorded webinars
- Approved marketing templates (letters, ads, etc.)
- Access to the online ordering tool for approved marketing materials (postcards, sell sheets, enrollment kits, etc.)

Within 24 hours, you'll be able to use the link above to access the sign-in screen; you'll be prompted to change your password with your first login:

Blue Edge user name:

Blue Edge password: The first letter of your last name (capitalized) followed by your 4-digit year of birth and last four digits of your Social Security number (example B19730000)

The [Producer Portal](#) provides a full range of electronic sales tools and reports that allow you to:

Generate preliminary quotes

Create side-by-side plan comparisons

Create customized sales proposals

Provide electronic enrollment forms for individual products and link to the online enrollment tool for Medicare products

Check status of submitted enrollment forms

View book of business and renewal reports

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[Agent Alerts](#) are sent every Thursday and provide you with need-to-know information about:

Blue Cross products

Availability of marketing and sales tools

Upcoming training and conferences

Corporate happenings and other important information

Time-sensitive information may also be shared at other times via Agent Alert; past Alerts can be viewed by visiting the link above.

Marketing plans and sales strategies

Your success is our success and Blue Cross team members are available to help you develop marketing plans to attract new prospects and sales strategies to turn those prospects into members. They can also offer recommendations for retention and conversion options if your members' needs change:

Your Small Group Business Consultant is:

Phone: (800) 382-2000

Email:

Your Individual & Medicare* Sales Lead is:

Phone: (800) 382-2000

Email:

*If you intend to market and sell Medicare products, you **must** complete annual Medicare certification; contact your Sales Lead who will provide you with access to the required online training tools.

Post-enrollment support and member servicing

Your role as trusted agent means you're likely to receive questions from your clients once they begin using their plan. Contact Blue Cross Agency Services at [\(651\) 662-5240](tel:6516625240) or toll free at [\(800\) 262-0821](tel:8002620821), Monday – Friday 8:00 a.m. to 5:00 p.m. if you need additional help to answer member questions about:

Billing

Benefits

Claim status

Thanks again for becoming a Blue Cross agent! If you have any questions about your appointment with Blue Cross OR if you need to update any of your contact information, please email agency.relations@bluecrossmn.com.