



Group Broker Update



As 2025 approaches, I want to express my gratitude for all you've done promoting the benefits and advantages of Blue Shield's products and services this year. We see your hard work, the long hours, and dedication... and it is deeply appreciated. This year has been one of growth and collaboration as we worked to strengthen our relationship with you.

In this edition you'll find highlights from the past year, like EET updates and our Pharmacy Care Reimagined work, along with key resources and reminders as we close out 2024.

Looking forward, we will continue our work enhancing your experience while remaining focused on Blue Shield's mission to deliver health care that's worthy of our family and friends and sustainably affordable.

From all of us, I wish you a wonderful holiday season and a very Happy New Year!

A handwritten signature in black ink that reads "Jason Bleau". The signature is fluid and cursive, with a large initial "J" and "B".

Jason Bleau
Vice President & General Manager
Core Accounts and Small Group

[Learn more](#)

Combined Topics

- [Prepare for 2025 with key highlights and resources from 2024](#)
- [Need assistance? Connect with a live agent \(never a bot\) with Broker Chat](#)
- [Holiday hours and self-service tools](#)
- [Update your profile for 2024 1099 forms](#)
- [Gag Clause attestation due end of year](#)

Small Business:

- [Update: Keeping individuals covered who may lose their group coverage](#)
- [Tools for the trusted advisor](#)

Large Group:

- [Tools for the trusted advisor](#)

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