



## Group Broker Update



As we wind down 2023 and look ahead to 2024, I wanted to express my gratitude to our brokers and consultants for what we've accomplished together this past year. Looking back, a few key achievements stand out from 2023: We enhanced the Broker Connection platform and expanded our Employer Enrollment Tool, embodying our efforts to make it simpler for you to work with Blue Shield. We also announced an exciting new pharmacy care model to make pharmacy services more transparent, accessible, and affordable for our members.

Moving ahead in 2024, we will remain focused on our mission to deliver healthcare that's worthy of our family and friends and sustainably affordable. In this newsletter, we offer a recap of 2023's key newsletter topics to ensure you have these resources at your fingertips now and moving forward.

From all of us at Blue Shield of California, we wish you and your families a happy, healthy, and joyous holiday season.

A handwritten signature in black ink, appearing to read "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](#)

## End of the year roundup and reminders

- [Pharmacy Care Reimagined, with FAQs now available](#)
- [Get an exclusive peek inside Virtual Blue with a new video series](#)
- [Support your success by leveraging the new, robust Account Management Tool](#)
- [Driving biosimilar adaption for affordable, sustainable health care](#)
- [Ensure you're prepared for the upcoming EyeMed transition](#)
- [Price Check My Rx Tool Offers Cost Control for Commercial Members](#)

## Small Business

- [Broker-assisted Autopay is here!](#)
- [Instant Digital ID cards are now available on Broker Connection](#)
- [Tools for the trusted advisor](#)

## Large Group

- [Tools for the trusted advisor](#)