BLUESENROLL ACCOUNT SETUP AND AUTHORIZATION

Thank you for your interest in using BluesEnroll, our enhanced, self-service, paperless tool designed to make benefit management easy while providing robust reporting and convenient access to online resources. It can take approximately 1-4 business days to set up, depending on the complexity of your account configuration. To ensure a successful implementation, read the following information carefully.

Important: The employer contact must sign and return the Authorization form before we can begin the account implementation.

INITIAL MEMBERSHIP IMPLEMENTATION

BluesEnroll will accept a new add spreadsheet for initial setup on our approved format.

The spreadsheet cannot be manipulated in any way (example: no removing or adding rows or columns).

Any column that doesn't apply to your account can be left blank.

Read the instructions document on filling out the spreadsheet to ensure the information is accurate and complete.

If the spreadsheet isn't complete and accurate and has to be returned to the sender for changes, this can delay the implementation timeline.

Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association.

(Continued)

BLUESENROLL ACCESS

Once the account is installed, we'll send an email to the employer contact that is on the installation form with directions on how to self-register. This user will be responsible for adding additional users that need access. Once access is given, you'll be able to make transaction updates for all of the account's employees and run reports.

Broker access: If you have a broker, they'll automatically get access to BluesEnroll once the account is installed.

If you have a TPA (third-party authorized user) such as a COBRA vendor or enrollment vendor: in order for TPAs to be listed as authorized sender, the employee contact needs to complete the Third-Party Authorization form and send it back to **blue.enroll@bcbsma.com**. If you want the TPA to have access to your account in BluesEnroll, you can provide them access through the self-registration guide.

WHAT TO EXPECT ONCE YOU'RE ACTIVE IN BLUESENROLL

- Once your account is active on the tool, you'll receive sign in instructions.
- You'll now be able process transactions for your employees and run reports.
- You'll want to review the **Announcement** section on the **Overview** page, so you're aware of this important information.
- Avoid processing multiple transactions for the same member on the same day (example: if you're canceling a dependent and transferring the subscriber to a different plan. You want to cancel the dependent on day 1, then the next day transfer the subscriber to the new plan).
- **Retroactive transactions/reimbursements**
  As a reminder, retroactive transactions/reimbursements beyond the contractual limit in your Account Agreement may not be permitted. The account is responsible for maintaining an accurate and current enrollment listing and is responsible for all costs and expenses associated with failure to do so. A helpful source with reconciliation of your invoice is the Benefit Detail report in BluesEnroll. It will give you a snapshot of all active membership in one report.
- You're responsible for working any tasks that appear on the overview screen. You might need to use the drop-down to view tasks. These tasks require attention. Failure to work these tasks can result in transactions not updating the members eligibility.
- All transactions should be processed on BluesEnroll. We only accept spreadsheets for new hire members that exceed 25 employees.

QUESTIONS AND SUPPORT

If you have any questions about the information in this document, contact your account service representative.

® Registered Marks of the Blue Cross and Blue Shield Association. © 2025 Blue Cross and Blue Shield of Massachusetts, Inc., or Blue Cross and Blue Shield of Massachusetts HMO Blue, Inc.

AUTHORIZATION

I acknowledge and agree that I have read and understand the information outlined in this document regarding the BluesEnroll installation.

My signature below confirms that the company named below would like to move forward with setting up the account with online access to BluesEnroll.

Company name:	
Account number:	
Employer contact:	
Title:	
Email address:	
Telephone number:	
Date:	
Employer contact signature **(required)**:	

MASSACHUSETTS

Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association. ® Registered Marks of the Blue Cross and Blue Shield Association.
© 2025 Blue Cross and Blue Shield of Massachusetts, Inc., or Blue Cross and Blue Shield of Massachusetts HMO Blue, Inc.

55-001585850 (2/25)