

Blue Shield Email Template for IFP Brokers

Subject: Online Account Set-up/Registration

This is a suggested template. Please edit to personalize for your business.

Subject: Welcome to Blue Shield! Set up your online account today

Dear <Client First Name>,

Welcome to Blue Shield! To make the most of your new health plan, we encourage you to register for your Blue Shield online account or Mobile App. This gives you easy access to your plan details, benefit information, and digital ID card—all in one place!

Set up your account in **5 quick steps**:

1. Go to blueshieldca.com and click "Account" in the top-right corner.
2. Click "Get started" at the bottom right.
3. Choose an ID type (Member ID from your card or Social Security Number).
4. Enter the required information.
5. Create your username and password—**and you're all set!**

Why register?

With your Blue Shield member portal account, you can:

- View your plan details and benefits
- Check your deductible and out-of-pocket costs
- Find care options and in-network providers
- Access your digital ID card any time
- Update your personal information

Prefer a mobile app? Download The Blue Shield of California Member Mobile App from your app store and follow the same steps to register.

Need help? Watch this quick [video](#) walkthrough.

If you have any questions, feel free to reach out at <(xxx) xxx-xxxx>.

Best,

<Broker Name>