

Blue Shield Email Template for IFP Brokers

Subject: ID Cards and how to get them

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

Subject: Access your Blue Shield ID card in just a few steps

Dear <Client First Name>,

Thank you for being a valued Blue Shield member! Your **medical ID card** gives you easy access to your plan details and coverage information. Here's how to retrieve it:

Ways to get your ID card:

- **By mail:** Your physical ID card will arrive in your **Welcome Kit** from Blue Shield. If you opted for digital materials, your Welcome Kit will be sent via email instead.
- **Online:** View, print, or request a new printed ID card anytime through your online account
 - Log in at <http://www.blueshieldca.com/login>.
 - Click on “**ID Cards**” to view or request a new card.
- **On your phone:** Download the Blue Shield Mobile App to access your digital ID card anytime.
 - Get started here: <http://www.blueshieldca.com/mobile>.

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

Haven't set up your online account yet?

Register now at <http://www.blueshieldca.com/login> to easily manage your plan, payments, and more!

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

Best,

<Broker Name>

<Broker Phone Number>