

Employer Enrollment Tool

Because enrollment can be easy

Blue Shield challenges the status quo of commercial market enrollments by uniting channels and processes into a single end-to-end solution.

What is the Employer Enrollment Tool?

The Employer Enrollment Tool (EET) is a fully loaded solution with a focus on accuracy and ease that allows you to provide exceptional service for your clients.

- Shop and quote Small Business plans and networks
- Enroll new Small Business clients in Blue Shield coverage
- Maintain Small Business and Large group client benefits and coverage
- Submit Small Business renewal and open enrollment changes
- Manage pend document requests, track enrollment statuses, download reports, and more!

How is EET different from other tools?

EET streamlines the complicated application forms into guided, digital steps to efficiently move you through submissions.

Automated eligibility rules enforce complete information upfront, removing the possibility of errors and

time-consuming back and forth for follow up questions.

Bi-directional data updates keep enrollment data and statuses in sync.

And real-time installation gets confirmations and ID numbers into your email box in minutes!

Who can use EET?

Appointed Blue Shield brokers have access to EET through Broker Connection. No additional registration is required.

Employer administrators can access EET through Employer Connection for benefits management submissions.

Business segments supported		
Small Business	Core	Select Premier funds

Learn more

- Broker [user guide](#)
- Tutorial [library](#)
- Broker Connection [resource page](#)