Blue Access for Employers^{SM}

Membership Message Center Frequently Asked Questions

We are launching a new "Membership Message Center" within Blue Access for Employers (BAE^{SM}). This change solidifies our commitment to prioritizing data security and mitigating risks to protect customer information.

Q1: Why is this solution being implemented and what problem does it address?

A1: We recognize the risks posed by misdirected emails and unauthorized access. Today's current method does not authenticate the sender of documentation, files and content and creates vulnerabilities. This solution mitigates the risk of data security breaches, protecting BCBS data and customer information, including members' Protected Health Information (PHI), creating a secured platform for communication and delivery.

Q2: How does the solution increase protection?

A2: The solution enhances protection by providing a secure platform for sending inquiries through the BAE portal. It effectively safeguards customer information by providing a controlled environment that prevents unauthorized access and ensures secure message exchanges. This eliminates potential risks that could arise from opening attachments containing malware and minimizes the risk of data breaches or cyber-attacks.

Q3: Who will benefit from this solution and who is impacted by this change?

A3: This solution will benefit all, including group employer customers, vendors, general agents, brokers, and producers. By providing a secure platform to send inquiries, customers will have a more efficient and secure method to communicate membership-related inquiries. Additionally, customers will no longer need to password-protect their messages or attachments, as the BAE Membership Message Center ensures secure message exchanges, eliminating the need for additional password protection measures.

Q4: Are there any alternatives to this solution?

A4: Due to the need for enhanced data protection and security, there are no other alternative approaches that can provide the same level of security and functionality as the proposed solution. We appreciate your support and compliance in transitioning to the new method to protect our data and ensure enhanced security for our members, clients, and corporation.

Q5: When will this solution be implemented in BAE?

A5: This increased protection and capability will be available to you on 9/18/2023.

Q6: Do I need to switch to this solution on 9/18/2023?

A6: Yes, it is preferred you adopt this new solution upon its effective date; however, we understand that transitioning to a new method takes time. To ensure a smooth transition, there will be a designated period where both methods will be available. We will provide clear guidance and support throughout the transition to ensure a seamless experience for our valued customers. Communications will be shared throughout the transition period reminding users of the date once all email activity will no longer be supported.

Q7: Which BAE users will have access to this new functionality?

A7: BAE Membership Message Center access will be available and will be automatically provided to existing BAE users with "Membership View" or "Membership Maintenance" access. This approach ensures a seamless transition for existing users, eliminating any additional administrative burden.

Q8:   What action is required by the user with BAE Delegated Administrator (DA) access rights to add additional permission for others within their organization to send messages through BAE?

A8:   The DA is responsible for assigning BAE access to other individuals who will assist with online account maintenance for various job-related security roles. To grant additional permission, the DA will access the BAE "Security Manager" tool. The Security Manger tool enables the DA to assign BAE access to individuals based on their need for specific information/functionality appropriate for their role's responsibilities.

A new permission set level was created to address the needs of individuals who currently send membership update emails but do not have access to BAE. This unique permission set level allows the Delegated Administrator (DA) to grant access exclusively for the BAE Membership Message Center within BAE. Once the new BAE Membership Message Center permission set is available in the Security Manager page, the DA can:

- Add the new permission set to existing users by assigning it directly, and;
- Follow the standard process if adding new BAE user(s) and assigning a new BAE Membership Message Center permission.

Q9:   Can vendors be added as users to BAE?

A9:   Yes, vendors can be added to BAE, once the Delegated Administrator (DA) of the account grants permission.

Note: Authorized producers have automatic access to BAE through their Blue Access for Producers (BAP) account access. No additional action is necessary to gain producer access to BAE.

Q10:   Is this new function complex to use?

A10:   No, the new BAE Membership Message Center function is designed to be user-friendly. It closely resembles traditional email functions, ensuring a smooth and familiar end-user experience. Users can easily add a subject, type their message, upload attachments, and search messages using various criteria. Unique features include automatic population of required information based on selected topics and the ability to copy other BAE users for status updates if the original sender is unavailable.

Q11:   Will there be training and support available?

A11:   Yes, training and support will be provided to ensure a smooth transition and effective utilization of the new functionality.

- Monthly BAE Training sessions: The new functionality will be added to our existing monthly BAE training sessions, which provides customers with high-level training on using the BAE Membership Message Center.
- FAQ Document: An FAQ document will be uploaded to the site, addressing frequent questions, and providing guidance on utilizing the new solution effectively.
- BAE Helpdesk support: Customers can reach out to the BAE Helpdesk at 888-706-0583 for prompt assistance with questions and further support.

Q12:   Can BAE Membership Message Center be used for claims or benefits inquiries as well?

A12:   No. The BAE Membership Message Center can be utilized for general inquiries that are not related to claims or benefits. These may include membership related inquiries, updates, or requests regarding membership. The BAE Membership Message Center provides a systematic routing of messages to our membership team for efficient handling. However, for any claims or benefit-related inquiries, it is important to use those designated channels to ensure they receive the appropriate attention and prompt resolution.

Q13:   What is the process for urgent membership updates?

A13:   This process does not change. By including the word "urgent" followed by a space in the subject line of the inquiry, it will trigger the case to be tagged as urgent. Our membership team prioritizes cases using this indicator. Response timeliness depends on overall inquiry volume, seasonality, and availability of resources.

Q14: What happens once I send an inquiry through this new method?
A14:   You will receive a real-time notification confirming receipt of the inquiry, along with a unique case number.

Q15: How will I be notified if a request is complete or if additional actions are needed?
A15:   When an inquiry is closed or additional information is required, a notification email will be sent prompting you to log back into BAE for further details.

Q16: How do I contact the Blue Access Internet Help Desk for additional information about the Membership Message Center?
A16:   Here is how to contact our help desk. Note that our technical support team must verify the user calling the help desk before they can assist you.

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Internet Help Desk for BAE and Blue Access for Producers^{SM} (BAP^{SM})
888-706-0583
Monday – Friday: 8 a.m. – 6 p.m. CT

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