



What can Blue Directions do for you?



Blue Directions is a benefits administration solution that can help employers with 51 or more employees reduce their HR burden and provide their employees with a personalized enrollment experience. Brought to you by Blue Cross and Blue Shield of Texas (BCBSTX), a Division of Health Care Service Corporation, with Blue Directions, you receive:

Streamlined Benefits Administration

Blue Directions makes employee benefits management easy and efficient. Use the self-service administrator dashboard to handle tasks such as employee maintenance and on-demand reporting.

More Benefit Choices

Choose from a robust selection of BCBSTX health and dental plans, along with additional benefits (such as vision, life, critical illness) from other industry-leading carriers, to create a unique benefits package. Employees can then shop for and enroll in all their benefits on one website.

Enrollment Support

Blue Directions takes care of the entire enrollment process. Employees shop for benefits using our engaging enrollment website or over the phone with the support of non-commissioned, licensed advisors. After employees select their benefits, Blue Directions transmits the data to BCBSTX and other carriers.

Compliance Support

We offer Affordable Care Act (ACA) reporting packages that enable you to meet the IRS Sections 6055 and 6056 reporting requirements. Each package provides different levels of reporting standards – which can include raw data reporting, pre-populated forms, IRS filing and variable hour reporting.

Engaged Employees

Blue Directions keeps employees invested in their benefit decisions before, during and after enrollment through:

- Health insurance education
- Decision-support tools online and over the phone
- Communications promoting transparency and wellness tools such as Benefits Value Advisor and Blue Care Connection[®] with Personal Health Clinicians.

For more information, visit bcbstx.com/blue-directions.

Value of Blue Directions

81% of employees said decision support tools helped them find the best match in benefits*

91% of employees said licensed advisors went above and beyond to help them*

33% of employees bought less-expensive coverage in year one**

10% reduction in claims costs in year one**

*Bloom Health Member Feedback Survey Results, 2015

**Client case study, 2016. Client specific performance is not a guarantee of future expected savings.