



**BlueCross BlueShield  
of Texas**

## Introducing Blue Marketplace for Your Retiring Employees

Retirees are often confused by the numerous Medicare product options available to them. That's why Blue Cross and Blue Shield of Texas (BCBSTX) offers Blue Marketplace, a solution that provides your employees a unique experience to help navigate the decision-making.

Blue Marketplace takes the guesswork out of Medicare and delivers a customized plan recommendation to meet your retiring employees' health care needs. This service is provided to you and your employees free of charge.

When a member turns 64, BCBSTX welcomes them with a simple, printed guide explaining all of their Medicare options. This is followed by communications presenting a customized plan recommendation based on the member's location and current health care usage.

BCBSTX offers this service to all employees turning 65 – even if they're not ready to retire. Blue Marketplace is always available until they are ready to make a decision.

### **Specialized Support for Retirees**

Your employees have the option to enroll online with access to a specialized team who can answer questions and provide enrollment assistance about Medicare options or exploring different plans. BCBSTX experts are ready to assist.

### **Frequently Asked Questions:**

#### **Q: Why should my employees participate in this program?**

**A:** The Blue Marketplace solution is a comprehensive approach to assisting retiring employees as they move from employer group coverage to Medicare. This program provides them with easy-to-understand explanations about the Medicare products available. Based on their existing health care usage, the Blue Marketplace self-service website and live support team will make recommendations to help your employees decide on a new Medicare health plan.

#### **Q: Are my employees obligated to participate in this program?**

**A:** No. Your employees receive this service free of charge with no obligation to enroll into one of our BCBSTX plans.

#### **Q: What if I don't want BCBSTX to reach out to my employees?**

**A:** During your renewal process, simply send an email to MedicareSalesSupport@bcbsil.com with your organization's name/account number and your desire to opt out of the program.