



An Independent Licensee of the Blue Cross and Blue Shield Association

Interested in Offering Your Customers the Latest BCBSAZ Product Information?

Does your Agency have a Web site to bring in new business?

- If the answer is "yes," or if you are planning on developing a Web site, you can now link to our Broker Marketing Web site (BMW).
- If the answer is "no," you may still be able to offer your customers online versions of the latest BCBSAZ product information and enrollment forms via our new "Virtual BMW."

Your clients can view rate and benefit information on our individual products and benefit information on small group products from your website. All leads from the Broker Marketing Website will go directly back to you. To view an online demonstration of the BMW, use your Web browser to go to <http://sales.azblue.com/demo>.

To enhance your current website with this marketing tool, follow these three simple steps:

1. Check with your designated Individual Field Broker Representative or Group Account Executive to obtain a copy of the "Broker Request to Link to the BCBSAZ Broker Marketing Website Form" and the "Terms and Conditions" agreement.
2. Return your completed paperwork to your Field Broker Representative or Account Executive.
3. Wait to be contacted by the BCBSAZ E-Solutions area, which will activate the link to our Broker Marketing Web site.

Please remember that if you wish to display BCBSAZ information on your Web site, you must link to the BCBSAZ Broker Marketing Web site to ensure that you are advertising with BCBSAZ-approved materials.

For additional information please contact your Individual Field Broker Representative or Group Account Executive.