

Register as an Agent.

Select the Agents link on the top of the <https://www.floridablue.com/> page

The screenshot shows the Florida Blue website interface. At the top, the navigation menu includes links for Home, Members, Employers, Agents (highlighted with a red box), and Providers. Other navigation options include Locations, Español, Contact Us, and Accessibility. The Florida Blue logo is prominently displayed, along with the text 'A GUIDEWELL Company'. Below the navigation, a large blue banner features the headline 'Health insurance for the changes in your life.' and subtext 'Marriage, move, job change, loss of health coverage and other life events can happen.' A white button with a blue arrow invites users to 'Contact us now to discuss your health plan options.' The banner also includes a photograph of a family and a person holding a bouquet of flowers. Below the banner, the 'Member Resources' section contains three columns: 'Login/Register' with a description and a button, 'Make a Payment' with a description and a 'Learn More' button, and 'FAQ's' with a description and a 'Learn More' button. To the right, the 'Find a Plan' section lists links for 'Individuals & Families', 'Medicare', and 'Businesses'. The browser's address bar shows the URL 'https://www-stgb.floridablue.com/#' and the page title 'R6: Welcome! (2) html'.

The Agent will land on the For Agents Login below or Register Now page. The Agent will select the Register Now Link.

The screenshot shows the Florida Blue website's 'For Agents' section. At the top, there is a navigation bar with links for 'Home', 'Members', 'Employers', 'Agents', and 'Providers'. On the right side of the navigation bar, there are links for 'Locations', 'Español', 'Contact Us', and 'Accessibility'. The Florida Blue logo is on the left, and 'Tools & Resources' and 'Become an Agent' are in the center. A green 'Login' button is on the right. Below the navigation bar, there is a large banner image of a woman. Overlaid on the banner is a white login form with a blue header that says 'For Agents'. The header also contains the text 'Login below or Register Now' with a red box around the 'Register Now' link. The form includes fields for 'Username or Email:', 'Password:', and 'Site Password:', a blue 'Login' button, and a link for 'Trouble Logging In?'. Below the banner, there are three columns of content: 'New User Registration' with a 'Create an Account' button, 'Value-based Health Care' with a 'Learn More' button, and 'Florida Blue Sales Offices' with a 'Find a Sales Office' button.

Home Members Employers Agents Providers Locations Español Contact Us Accessibility

Florida Blue Tools & Resources Become an Agent Login

For Agents Login below or Register Now

Build your business with Florida Blue.

Reach existing and prospective clients with a wide range of plans.

Username or Email:

Password:

Site Password:

Login

[Trouble Logging In?](#)

New User Registration

Grow your business with us.

Create an Account

Value-based Health Care

Improving the coordination and quality of care for our members.

Learn More

Florida Blue Sales Offices

Grow with Florida's market leader as a contracted general agent.

Find a Sales Office

Enter the Last 4 digits of SSN, First Name, Last Name, Date of Birth and zip code, complete the “I’m not a robot” reCaptcha and select the Next button.



## Welcome New User!

[Need Help?](#)

**Alert Information:**  
BWPPA100 It looks like you're not registered. Please complete the New Member Registration by following the steps below. Read the Need Help? section for more details.

### Enter Your Details Below

Get started quickly by filling in all the fields below. All fields, including zip code, must match the information provided to Florida Blue.

Last 4 digits of SSN:

First Name:

Last Name:

Date of Birth:  (mm/dd/yyyy)

Zip Code:

\* For your security, verify you are a real person:

I'm not a robot  reCAPTCHA  
Privacy - Terms

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Select the "Click here to receive a Registration Code" button.

Florida Blue 

Welcome New User! [Need Help ?](#)

## Request a Registration Code

 [Click here to receive a Registration Code](#)

This will be sent to the email address we have on the file for you. Check your email now and copy or write down the code, then return to this page to enter the code. If you have already received your registration code, please enter it in the field below:

Enter Registration Code :

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**Quick Links**

- Tools and Resources
- How Insurance Works
- Pharmacy
- Glossary

**Health Resources**

- About Health Care Reform
- Find a Location
- Find an Agent
- Final Rate Determination
- Summary of Benefits

**About Florida Blue**

- About Us
- Careers
- Newsroom
- Blog

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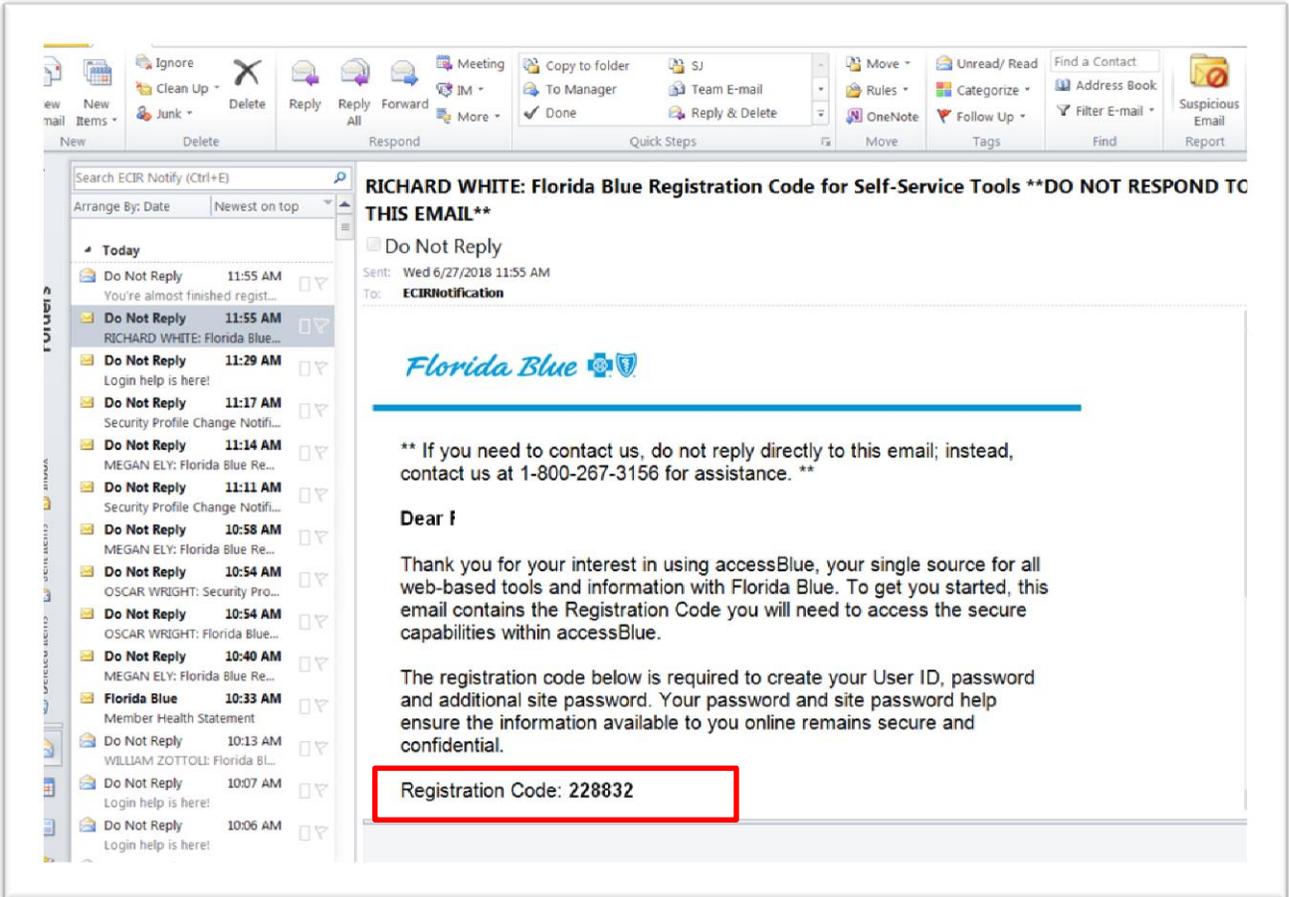
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The page will refresh to indicate that the email was sent:

The screenshot shows the Florida Blue website's registration process. At the top left is the Florida Blue logo. A light blue banner contains the text "Welcome New User!" and a "Need Help?" link with a question mark icon. Below this is the heading "Request a Registration Code". A blue button with a lock icon and the text "Click here to receive a Registration Code" is centered. Underneath, the text "Your Registration code is sent to:" is followed by a horizontal line. Below the line is the label "Enter Registration Code:" and an empty text input field. At the bottom left of the form area is a "Back" button, and at the bottom right is a "Next" button. Below the form area, the ID "IWS AREG 003 NF 072018" is displayed. The footer is a dark blue bar with the Florida Blue logo on the left and social media icons for Facebook, Twitter, LinkedIn, and YouTube on the right. The footer also contains the text "Internet Privacy Statement | Terms of Use".

Check your email for the code.. The email subject will be, "Florida Blue Registration Code for Self-Service Tools **\*\*DO NOT RESPOND TO THIS EMAIL\*\***".



Use the code provided. Enter it into the text box then select “Next”

Florida Blue

Welcome New User! [Need Help ?](#)

### Request a Registration Code

[Click here to receive a Registration Code](#)

Your Registration code is sent to

Enter Registration Code

[Back](#) [Next](#)

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Quick Links	Health Resources	About Florida Blue	
<a href="#">Tools and Resources</a>	<a href="#">About Health Care Reform</a>	<a href="#">About Us</a>	
<a href="#">How Insurance Works</a>	<a href="#">Find a Location</a>	<a href="#">Careers</a>	
<a href="#">Pharmacy</a>	<a href="#">Find an Agent</a>	<a href="#">Newsroom</a>	
<a href="#">Glossary</a>	<a href="#">Final Rate Determination</a>	<a href="#">Blog</a>	
	<a href="#">Summary of Benefits</a>		

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Language Assistance Available:  
Español, Kreyol Ayisyen, Tiếng Việt, Português, 中文, français, Tagalog, ਪੰਜਾਬੀ, italiano, Deutsche, 한국어, Polskie, Gujarati, ગુજરાતી, العربية, 日本語, العربية

Generally, the pronouns "our," "we" and "us" used throughout this website are intended to refer collectively to Blue Cross and Blue Shield of Florida, Inc. and its subsidiaries and affiliates. However, where

Create a new User ID and Password then re-enter the Password and select "Next"

**Florida Blue** 

# Welcome New User!

[Need Help?](#)

## Create a User ID and Password

Get started quickly by filling in all the fields below.

Choose a User ID:

**User ID Guidelines**  
Example:john\_doe1234

- ✓ Must be 6 - 25 characters
- ✓ Acceptable characters A-Z, a-z, 0-9, \_ , - , . , \$
- ✓ Cannot contain spaces
- ✓ Not a 9 digit number

Choose a New Password:

Re-enter New Password:

**Password Guidelines**  
Example:MY@account2233

- ✓ Must be 6 - 15 characters
- ✓ Acceptable characters A-Z, a-z, 0-9, @ , \_ , - , \$ , #
- ✓ Must contain at least one letter
- ✓ Must contain at least one number
- ✓ Cannot contain spaces

Cannot be the same as your User ID or Site Password

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<b>Quick Links</b> <ul style="list-style-type: none"><li>Tools and Resources</li><li>How Insurance Works</li><li>Pharmacy</li><li>Glossary</li></ul>	<b>Health Resources</b> <ul style="list-style-type: none"><li>About Health Care Reform</li><li>Find a Location</li><li>Find an Agent</li><li>Final Rate Determination</li></ul>	<b>About Florida Blue</b> <ul style="list-style-type: none"><li>About Us</li><li>Careers</li><li>Newsroom</li><li>Blog</li></ul>	
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Enter a new Site Password, re-enter it for confirmation and select "Next"

**Florida Blue** 

Welcome New User! [Need Help ?](#)

### Create a New Site Password

Create a Site Password:  

Re-enter your Site Password:  

#### Site Password Guidelines

Example: MY@account2233

- ✓ Must be 6 - 15 characters
- ✓ Acceptable characters A-Z, a-z, 0-9, @, \_ , - , \$ , #
- ✓ Must contain at least one letter
- ✓ Must contain at least one number
- ✓ Cannot contain spaces

Cannot be the same as your User ID or Password

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**Quick Links**

- Tools and Resources
- How Insurance Works
- Pharmacy
- Glossary

**Health Resources**

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**About Florida Blue**

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Create three security questions and provide their answers then select "Next".

**Florida Blue** 

## Welcome New User!

[Need Help?](#)

### Set Up Your Security Questions

If you ever forget your password and need to reset it, we'll ask you security questions based on what you fill out below. Be sure to write down what you fill out here because you'll have to enter your answers exactly the same way.

**Security Question 1**

Create a Question:  ✓

Enter your Answer:  ✓

**Security Question 2**

Create a Question:  ✓

Enter your Answer:  ✓

**Security Question 3**

Create a Question:  ✓

Enter your Answer:  ✓

**Guidelines**

Questions: Must be 4 - 255 characters  
Questions: Not duplicate of another question  
Answers: Must be 3 - 30 characters  
Answers: Not the same as the corresponding question or another answer  
Acceptable characters: A-Z, a-z, 0-9, \_ , - , . , ' , \$ , ? , #

Example Question: What was your favorite color?  
Example Answer: Blue

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**Quick Links**

- Tools and Resources
- How Insurance Works
- Pharmacy
- Glossary

**Health Resources**

- About Health Care Reform
- Find a Location
- Find an Agent
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- Summary of Benefits

**About Florida Blue**

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The confirmation page is displayed informing of the new User ID. Select "Continue" to be redirected to accessBlue.

The screenshot shows a web page for Florida Blue. At the top left is the Florida Blue logo. The main heading is "Welcome New User!" with a "Need Help?" link on the right. Below this is a "Thank You!" message and a section titled "You're Ready To Sign In." with a sub-instruction: "Click Continue to view your account." A "Your User ID is:" field is present, followed by a green "Continue" button. A small text "MWS AREG 007 NF 072018" is visible below the button. The footer contains a "Quick Links" section with categories: Tools and Resources, How Insurance Works, Pharmacy, Glossary; Health Resources with links: About Health Care Reform, Find a Location, Find an Agent, Final Rate Determination, Summary of Benefits; and About Florida Blue with links: About Us, Careers, Newsroom, Blog. Social media icons for Facebook, Twitter, LinkedIn, and YouTube are also present. The footer also includes the Florida Blue logo, the slogan "In the pursuit of health", and links for "Internet Privacy Statement" and "Terms of Use". A disclaimer states: "We comply with applicable Federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability or sex. You may access the Nondiscrimination and Accessibility Notice here." Below this, it lists "Language Assistance Available:" with links for Spanish, Kreyol Ayisyen, Tiếng Việt, Português, 中文, français, Tagalog, pyccckий, italiano, Deutsche, 한국어, Polska, Gujarati, العربية, and 日本語. A final disclaimer states: "Generally, the pronouns 'our,' 'we' and 'us' used throughout this website are intended to refer collectively to Blue Cross and Blue Shield of Florida, Inc. and its subsidiaries and affiliates. However, where appropriate, the content may identify a particular company; there, any pronouns refer to that specific entity." At the bottom, it notes: "Health insurance is offered by Blue Cross and Blue Shield of Florida, Inc., DBA Florida Blue. HMO coverage is offered by Health Options Inc., DBA Florida Blue HMO, an HMO affiliate of Blue Cross and Blue Shield of Florida, Inc. Dental, Life and Disability are offered by Florida Combined Life Insurance Company, Inc., DBA Florida Combined Life, an affiliate of Blue Cross and Blue Shield of Florida, Inc. These companies are Independent Licensees of the Blue Cross and Blue Shield Association."

The completed registration is also confirmed via email as shown.

