



SALES NEWS

Florida Blue 
Your local Blue Cross Blue Shield

October 24, 2023
A23-115977

New On the Go Medicare Resources for Sales Agents

Sales Audience: Medicare

Summary

Florida Blue is now providing Sales Agents easy on the go access to the Medicare product portfolio and benefits on the new **Grow Blue** agent website. The agent facing website offers quick access to the plans by area, summary of benefits, added value benefits, and a library of communications, programs, forms, guides, quality standards, policies and more.

Details

Florida Blue now offers Sales Agents on the go access to the Medicare product portfolio and plan benefits on the new Grow Blue agent website. The agent facing website will arm agents with knowledge and the resources to best serve their communities. The Medicare Grow Blue website provides Sales Agents with quick access to an interactive product portfolio map, plans by area, summary of benefits, and added value benefits. It also includes a library of communications, programs, forms, guides, quality standards, policies, and more. The site has been designed with agents in mind. It is user-friendly, easy to navigate, and highlights the information agents need to succeed this AEP.

The site is for agent use only and can not to be shared with members or prospects.

Next Steps

Scan the QR code below to visit the **Florida Blue Medicare Grow Blue website** at www.fbmgrowblue.com on your laptop, PC, or mobile device. Log-in credentials listed below.



Username: fbmgrowblue

Password: Blue2024

Sales Toolkit

For details, see the **Grow Blue Website** job aid in the Agent Training section in the Medicare toolkit.

Florida Blue is an Independent Licensee of the Blue Cross and Blue Shield Association. The information contained in this document may be confidential and intended solely for the use of the individual or entity to whom it is addressed. This document may contain material that is privileged or protected from disclosure under applicable law. If you are not the intended recipient or the individual responsible for delivering to the intended recipient, please (1) be advised that any use, dissemination, forwarding, or copying of this document IS STRICTLY PROHIBITED; and (2) notify sender immediately and destroy the document.