Blue Shield Email Template for IFP Brokers

Subject: Pay Your Bill: Easy ways to pay

***This is a suggested template. Please edit to personalize for your business.***

**Subject:** Stay covered: Easy ways to pay your Blue Shield bill

Dear <Client First Name>,

Paying your Blue Shield bill is quick and convenient! **You can make a one-time payment, schedule future payments, or enroll in AutoPay**—all through your online account **or Blue Shield’s Mobile App**.

**How to make a payment:**

* Log in to your online account at <http://www.blueshieldca.com/login>.
* Click “**Pay Premium**.”
* **View your bill details**.
* Choose “**View Bill Details**” or “**Pay Now**.”
* Select your payment amount and method, then **submit**.

**Why set up AutoPay?**

* **No missed payments** – Stay covered without worrying about due dates.
* **Time-saving** – Set it once and let payments process automatically.
* **Flexible options** – Change or cancel AutoPay anytime through your account.

To enroll in AutoPay:

* Click “**Pay Premium**” in your online account
* Follow the prompts to set up recurring payments.

**Need help?** Watch this quick [video walkthrough](https://player.vimeo.com/progressive_redirect/playback/1009327611/rendition/720p/file.mp4?loc=external&signature=d4b13791294d23ebdbbe946271d2fbc8ebcb40b978621947d037656b463163de) or visit <http://www.blueshieldca.com/waystopay> for more details.

If you have any questions, feel free to contact our office at <(xxx) xxx-xxxx>.

Best,

<Broker Name>

<Broker Number>