BlueCross BlueShield
Illinois · Montana · New Mexico
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APRIL 11, 2024

Retail Producer Portal Guide: Using Your Express Link

The Retail Producer Portal is a comprehensive sales and service tool for the Medicare markets. The portal enables you to design and deliver quotes, enroll members in Blue plans, manage prospects and serve and support active clients with a host of features. Please refer to the RPP Training tab for guidelines on how to create an account and set up a Direct Link with our Agent Assisted Enrollment Solution.

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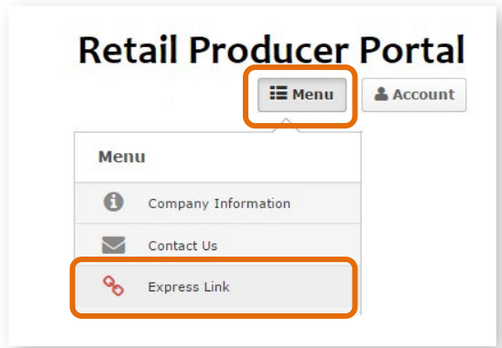
Using Your Express Link

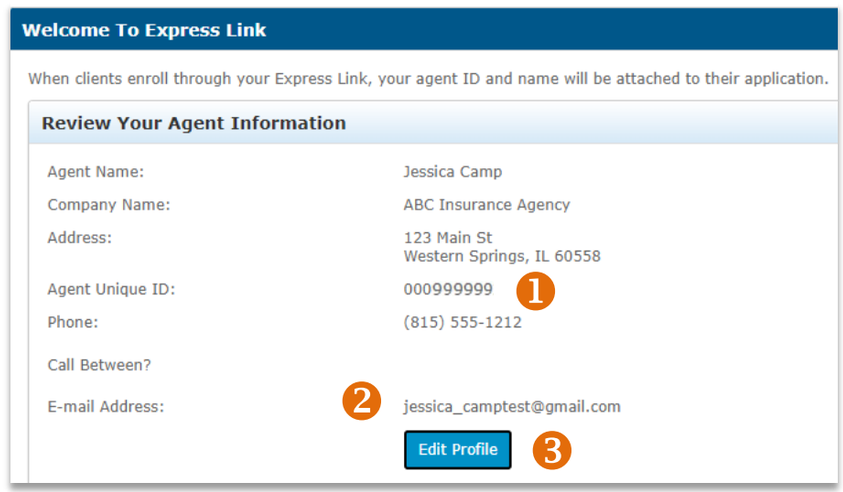
After you register for the portal, you will have access to Express Link. Express Link is a customized HTML hyperlink, embedded with your name and nine-digit producer number. When clients click on the code – in the form of a link or web button – it takes them to our Retail Shopping Cart and your producer info is attached to their shopping and enrollment experience. If a client starts an application, your producer info is automatically added to the application. Express Link ensures that you receive credit for any policies sold.



To get started on using your Express Link, click in the top right section of the portal, select the "Menu" button and scroll to the "Express Link" option and select it. The following sections show you how to configure and use your Express Link.

Review Your Agent Information

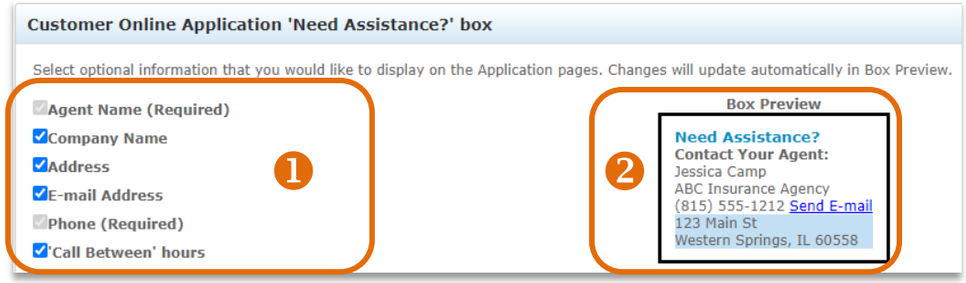
1. In the Express Link configuration area, make sure the information displayed in the "Review Your Agent Information" section is correct, especially your nine-digit producer number (Agent Unique ID). Applications, enrollments and your FFM registration are linked to your producer number allowing you to receive credit for your sales.
2. Using a valid agent email address ensures you receive email notifications about a client's application.
3. If you need to edit this information, click on the "Edit Profile" button.



NOTE: Agent Name and Agent Unique ID cannot be edited. If your name changes, contact the Producer Service Center for next steps. Call 855.782.4272, 8:00 a.m. - 5:00 p.m. Monday through Friday.

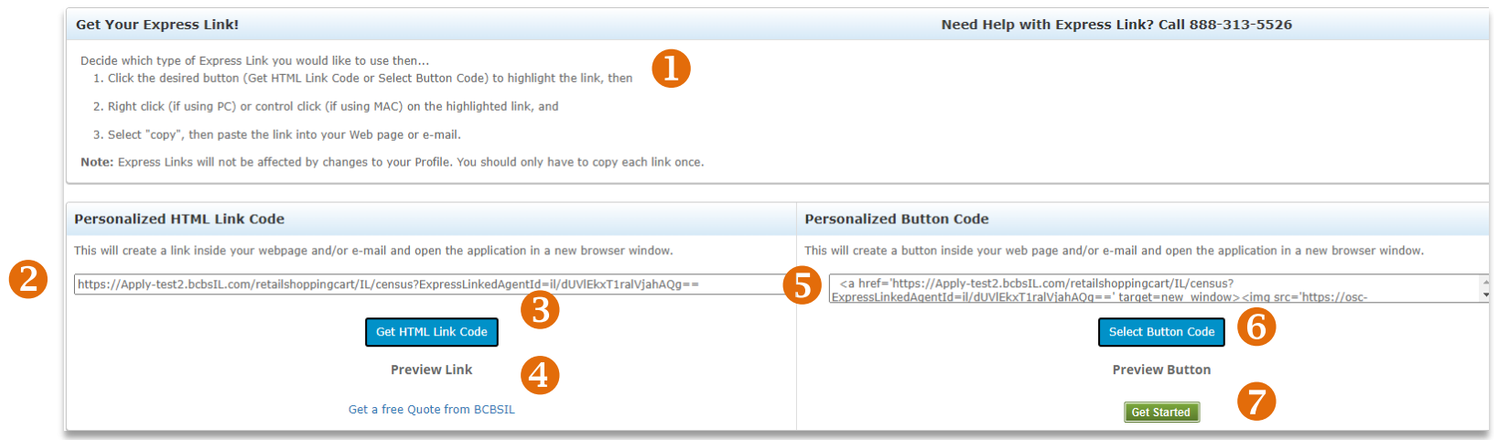
Select "Need Assistance" Info

1. In this section, choose the content you want displayed in online applications started by clients.
2. A preview of the information you choose is displayed in the "Box Preview" area.



Get Your Express Link!

1. You can use Express Link in two ways. You can generate "link" code that you copy into an email, or you can generate "button" code for use on your website. This code is specific to you. Read below on how to copy either the "link" or "button" code.
2. The "link" code is displayed here.
3. To copy the "link" code, click on the blue "Get HTML Link Code" button.
4. This preview area displays how the link will appear to clients.
5. The "button" code is displayed here.
6. To copy the "button" code, click on the "Select Button Code" button. You may need the help of a web developer to add this button code to your website.



7. This preview area shows how the button code will look to your website visitors.

TIPS FOR USING EXPRESS LINK:

- If you share your Express Link by email, ask clients to save the email until enrollment is complete.
- Clients should use your link to access our Retail Shopping Cart, then log in or create a new account right away.