

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](#) 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>