

## AVAILABLE FOR MEDICARE AND SECUREBLUE (MSHO) MEMBERS BEGINNING JULY 1, 2026

Blue Care Advisor gives members one place to manage their health plan, find care, access member information, and see personalized recommendations that can help them stay healthy. It's designed to make understanding and using their benefits easier.

### WHAT IS BLUE CARE ADVISOR?

Blue Care Advisor is an all-in-one navigation solution where members can:

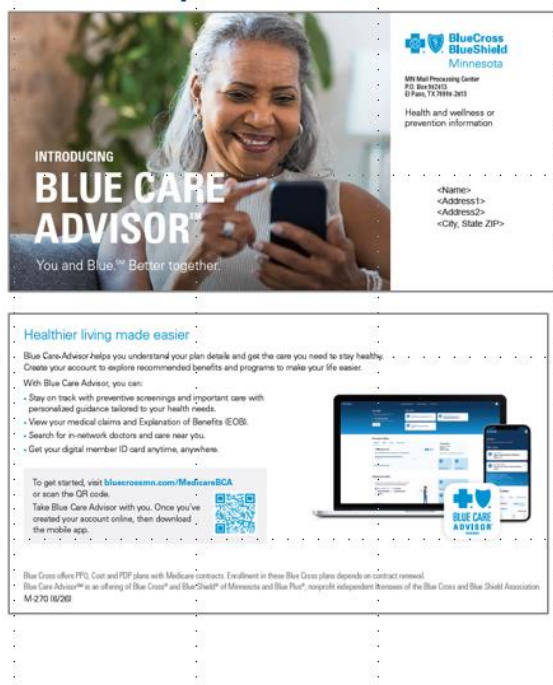
- Review plan information and benefits
- Find providers and care options
- Access their member ID card
- View personalized health care recommendations and next best actions
- Discover health and wellbeing programs
- Use a mobile app for convenient access on the go

### WHAT COMMUNICATIONS WILL MEMBERS RECEIVE?

Members will receive Blue Care Advisor launch communications encouraging them to sign in and explore.

- An email will be sent to all members with an existing email address on file introducing Blue Care Advisor and encouraging account registration. Emails will be sent the weeks of 7/6 and 7/13.
- A postcard will be sent to members without an email address on file introducing Blue Care Advisor and encouraging account registration. Postcards will be sent between 7/9 and 7/29.

#### [Member direct mail postcard creative PDF](#)



#### [Member email creative PDF](#)



## HOW DO MEMBERS LOG IN TO BLUE CARE ADVISOR?

### Blue Care Advisor member login steps:

#### Step 1:

To get started members visit [bluecrossmn.com/MedicareBCA](https://bluecrossmn.com/MedicareBCA) and [bluecrossmn.com/MSHOBACA](https://bluecrossmn.com/MSHOBACA) or they can scan the QR code to “Log in” or “Create an account”

#### Step 2:

Welcome to Blue Care Advisor - take a tour!

#### Step 3:

Once the member has created an account online, they can download the mobile app

Blue Care Advisor is available on desktop and mobile using the same login information



Members who are already registered for an online member account will transition to the new Blue Care Advisor experience automatically. Their credentials will remain the same. Members who do not currently have an online member account will be encouraged to create an account.

## WHAT ARE THE BENEFITS OF BLUE CARE ADVISOR?

Blue Care Advisor creates a more connected and personalized experience for members. It helps members better understand their plan, find care, and take actions that can improve their health outcomes.

Blue Care Advisor supports:

- **Improved member experience** across digital, engagement, service, and case management channels.
- **Better health outcomes** by guiding members to important preventive care and health programs.
- **Closing care gaps** through personalized next best actions.
- **Helping members complete recommended screenings**, preventive visits, and other health activities like Welcome to Medicare preventive visit and Annual Wellness Visits.
- **Guidance to high-quality, lower-cost care options** when appropriate.

## BLUE RIBBON<sup>SM</sup> PROVIDERS

Better outcomes with guided care

- When members search for care, Blue Ribbon providers will appear at the top of the search results marked with a clear, easy-to-spot icon.
- The Blue Ribbon badge highlights in-network providers who rate highly for quality, cost efficiency and appropriate care.



## HOW TO SUPPORT MEMBERS USING BLUE CARE ADVISOR

Blue Care Advisor gives members one place to manage their health plan, find care, access member information, and see personalized recommendations that can help them stay healthy. It's designed to make understanding and using benefits easier.

- Encourage members to log in or create an account at - [bluecrossmn.com/MedicareBCA](https://bluecrossmn.com/MedicareBCA) or [bluecrossmn.com/MSHOBCA](https://bluecrossmn.com/MSHOBCA).
  - To create an account, each member will need to input their first and last name, DOB and their own email address.
- Members can access Blue Care Advisor through both a website and mobile app.
  - Members should create their account online first
  - Then if interested, download the mobile app
  - If they attempt to create their account directly from the mobile app, they may experience issues

## Questions?

Agents with questions contact Blue Cross Agency Services at (651) 662-5240.

Members with questions can call Customer Service number located on the back of Member ID card.

Blue Cross Medicare Advantage is a PPO plan with a Medicare contract. Enrollment in Blue Cross Medicare Advantage depends on contract renewal. Platinum Blue<sup>SM</sup> is a Cost plan with a Medicare contract. Enrollment in Platinum Blue depends on contract renewal. SecureBlue<sup>SM</sup> (MSHO), (HMO SNP) is a health plan that contracts with both Medicare and the Minnesota Medical Assistance program to provide benefits of both programs to enrollees. Enrollment in SecureBlue depends on contract renewal.

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