



New Member ID Card Format Being Implemented for Group Markets

Blue Cross and Blue Shield of New Mexico, in conjunction with a mandate from the Blue Cross and Blue Shield Association, is part of a new initiative requiring that all Blues Plans adopt a standardized format for member ID cards. The new format will strengthen the Blue brand recognition and make ID card formats consistent among all Blues Plans. The information contained on the new card is the same as the current card, but the placement may be different.

Note: While Individual Markets is also required to make these ID card changes, a separate process is taking place – more information is forthcoming. The following information pertains only to group business.

As part of the new ID card implementation, we are taking the opportunity to implement other upgrades, including:

- Using new technology to improve how ID cards are generated
- Adding a magnetic stripe to the back of the ID card to take advantage of emerging technologies and be prepared for proposed legislative initiatives

Log in to Blue Access[®] for Producers to access information about:

- Implementation schedule
- What to tell your clients
- A sample of the new card
- What we are telling employers
- What we are telling members