

Premera Blue Cross Small Group MarketPlace – a Primer

Revised March 2, 2016

Connexion started using the Premera Small Group MarketPlace (SGMP) in the second quarter of 2015 in a general agency pilot. We also brought in a handful of producers for a pilot and started telling producers about the SGMP in [July of 2015](#).

Since the pilot, the system has improved and Connexion and several of our producers used it through the busy months at the end of 2015 to great success. In order to enter all our producers' December and January groups directly into SGMP and thus improve the client's onboarding experience, we restructured our Small Group team and our internal processes. The results were great. None of Connexion's December or January groups had to move to a later effective date, and most groups had ID numbers before their effective date.

The Value of SGMP - and Connexion

Premera's **Small Group Marketplace is a web-based group set-up and enrollment tool** and it's been designed to give you more speed, accuracy and control over the enrollment and management of clients in the small group (1-50) market. **SGMP improves your clients' Premera experience.**

This **powerful enrollment tool** allows you to:

- **Access your work 24/7** for more self-service and control
- **Reduce lag times** due to the discovery and back-and-forth you have with missing enrollment information
- **Enroll and manage Premera groups** from one online platform



While Premera offers 90-minute training webinars and online video instruction, in our experience we have had more success with scheduling **hands-on training with one of our experts** when a producer has a Group Master Application ready to input.

We provide our producers a Connexion SGMP User ID and deliver the best training for producers and their account managers.

Using the Right User ID to Log in

A producer could have as many as three logins to SGMP, and they need to be aware that a Premera-provided login may give the group to a different general agency than intended. **Please use a User ID that comes from Connexion (one that starts with "UIS")**. If you use a different login, we will not have the ability to help you with the enrollment if you get stuck, the group will not record at Premera as with a Connexion producer, we cannot pay you commission nor be providing other services you get as a Connexion small group producer.