Getting Your New Express Link

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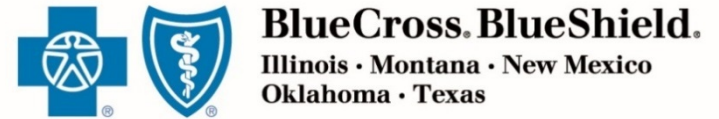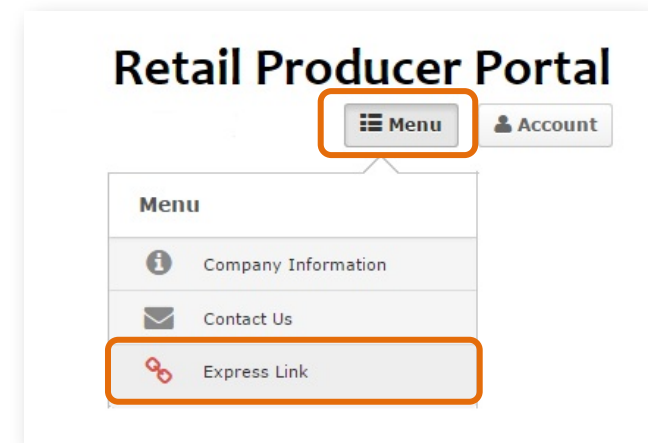
Here's what you need to know

- On July 29, we implemented system changes that required new Express Links for our Retail Producer Portal users.
- Your old Express Link still works and still attaches your information to a shopper's experience on the Retail Shopping Cart.
- **From now through Sept. 30, your old and new Express Links are valid.**
- On Oct. 1, the old Express Link will expire.

Here's what you need to do

- If you have promotional materials, email signatures, web pages or any other content that uses your old Express Link, **you must update them with your new Express Link code before Oct. 1**. The following pages show you how.
- REMINDER: Quotes created in the portal include links to the Retail Shopping Cart that include your producer data. Quote links are separate from Express Links. No action is needed regarding quote links.

To get started on using your new Express Link, log in to the Retail Producer 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.

Retail Producer Portal

≡ Menu   👤 Account

Menu

ⓘ Company Information

✉ Contact Us

🔗 Express Link

Review Your Agent Information

1. In the Express Link configuration screen, 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: You can't edit the Agent Name and Agent Unique ID. If your name changes, contact the Producer Service Center for next steps.

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.

Get Your Express Link!

❶ Decide which type of Express Link you would like to use then...
- Click the desired button (Get HTML Link Code or Select Button Code) to highlight the link.
- Right click (if using PC) or control click (if using MAC) on the highlighted link.
- Select "copy", then paste the link into your Web page or e-mail.

Note: *Express* Links will not be affected by changes to your Profile. You should only have to copy each link once.

Personalized Link To OSC Online Application

This will create a link inside your webpage and/or e-mail and open the Online application in a new browser window.

❷ https://retailweb.hcsc.net/retailshoppingcart/IL/census?ExpressLinkedAgentId=236615

❸ Get HTML Link Code

Preview Link
❹ Get a free Quote from BCBSIL

Personalized Button To OSC Online Application

This will create a link inside your webpage and/or e-mail and open the BCBSIL application in a new browser window.

❺ <a href='https://retailweb.hcsc.net/retailshoppingcart/IL/census?ExpressLinkedAgentId=236615' target=new_window><img src='https://osc.hcsc.net/ProducerPortal/Common/Images/getStarted.png'

❻ Select Button Code

Preview Button
❼ Get Started

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.