

We've rebranded with a new name and look!



# GeoBlue® is now Blue Cross Blue Shield Global Solutions<sup>SM</sup>.



For nearly 30 years, we've provided trusted international health insurance—most recently as GeoBlue. Today, we're excited to share that we've changed our name to [Blue Cross Blue Shield Global Solutions](#).

This new name makes clear our connection to the well-known and trusted Blue Cross® and Blue Shield® family of brands. It also highlights our continued commitment to supporting people who travel, work, study or live abroad.

It's the same trusted team and products you know. Now with a new name and look. And a single, streamlined website that better reflects our purpose: simplifying the international healthcare experience for the globally mobile.

## What's new.

- A new name and logo
- A fresh look and a single, streamlined website designed to make it easier to learn about and find the right international health insurance plan for your needs
- Simpler, clearer product names to help you quickly find the right plan for you

## What's staying the same.

While our name has changed, everything you rely on us for today stays the same. You'll still get the same great products, services and support from the team you know and trust.

Don't worry! The plan coverage, benefits and services that members have are also not changing.

## What's ahead.

Our brand change is happening over the next 18 months, so you may see our former brand and our new brand in different places.

## Get started.

Start tracking your Blue Cross Blue Shield Global Solutions sales today! Here are your personalized URLs. Bookmark them to share with your customers or you can always view them on Agent Hub.

- [General Product PURL](#)
- [Medical Coverage for Travel: Group Single Trip PURL](#)
- [Medical Coverage for Travel: Single Trip PURL](#)
- [Medical Coverage for Travel: Multi-Trip PURL](#)
- [Medical Coverage for Living Abroad: Worldwide Premier/Outside U.S. PURL](#)
- [Medical Coverage for Living Abroad: Worldwide Crew PURL](#)
- [Medical Coverage for Living Abroad: Worldwide Non-Profit PURL](#)
- [Medical Coverage for Living Abroad: Worldwide Education PURL](#)



**Visit our Rebrand Hub.**

[Learn more](#) about our new brand, what it means for you and to get answers to questions you may have.



**We're here for you, as always.**

You can still count on the same caring service, global network, digital tools and wide range of benefits. We're here to help you say "yes" to the journey—no matter the destination or length of the trip.



Blue Cross Blue Shield Global Solutions is the trade name of Worldwide Insurance Services, LLC (Worldwide Services Insurance Agency, LLC in California and New York), an independent licensee of the Blue Cross and Blue Shield Association and is made available in cooperation with Blue Cross and Blue Shield companies in select service areas. Blue Cross Blue Shield Global Solutions is a Brand owned by the Blue Cross and Blue Shield Association. Coverage is provided under insurance policies underwritten by 4 Ever Life Insurance Company, Oakbrook Terrace, IL, NAIC #80985 under policy form series 55.202. 4 Ever Life Insurance Company is an independent licensee of the Blue Cross and Blue Shield Association.

MKTG287050-INDV-9/25

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