

Earn more in 2021 with Blue Shield's Direct Elite Rewards



Our Direct Elite Rewards program continues to benefit direct-selling small business brokers in 2021. The rewards program is available to all small group brokers who sell direct.

NEW: Q4 bonus

- Direct Elite Rewards now offers \$25 for each member enrolled using the Employer Enrollment Tool.

Direct Elite Rewards offers \$75 to \$100 per member for new small business membership that comes direct to Blue Shield with effective dates from February 2021 through January 2022.¹

- \$100 per member if 75% to 100% of new business comes direct
- \$75 per member if 50% to 74% of new business comes direct

Direct Elite Rewards also offers:

- Paid Ease transaction costs for new small group member enrollment submissions and administrative setup support²
- No-cost user access to HealthConnect and administrative setup support³
- Paid POP and COBRA services through HealthEquity⁴
- Statewide sales support teams to run quotes and review new business submissions⁵

Blue Shield of California small business Direct Elite Rewards program rules:

- Calculations for determining bonus amounts from the Direct Elite Rewards program is based on the commissionable entity listed on the Master Group Application.
- To be eligible, a broker or agency must have written new membership in fully insured groups with effective dates from February 1, 2021, through January 31, 2022.
- For purposes of this bonus, calculations will be made based on active membership as of January 31, 2022, for new groups enrolled during the bonus period.
- Bonus will be **paid out on or before April 30, 2022**.
- New business written through general agents does not qualify for this bonus program.
- Direct Elite Rewards program applies to Small Business Off-Exchange and Mirror Package direct sales only. Covered California for Small Business (CCSB) plans membership are not eligible for this bonus and will not be included to calculate a producer's eligibility for the bonus.
- Any bonus is in addition to the standard commission structure currently in place.
- Producer must be the producer of record on the effective date of the group coverage and at the time the bonus is paid. Obtaining a new group because of a producer of record change does not qualify for this bonus program. The selling producer must be in good standing with a current, signed Blue Shield of California Producer Agreement, have a valid license on file with Blue Shield, and have been appointed as a Blue Shield agent.
- Bonus payments are paid to the commissionable entity listed on the Master Group Application.
- Bonuses will not be payable in connection with contracts involving any union or trust, or contracts for Medicare coverage.
- Any disputes over interpretation of rules or payout amount will be resolved by Blue Shield of California.

¹ Membership calculation is for medical plans only, and for new groups sold between February 1, 2021, and January 31, 2022. Calculations will include all new business from an agency using the same tax ID number and is not based on individual producers.

² An Ease subscription is not required for submitting new business enrollment forms to Blue Shield. Current Ease subscribers will not be charged credits when using this service.

³ HealthConnect access supports small group quoting only. Existing subscribers are not eligible for this program benefit.

⁴ Available to all brokers. Blue Shield of California will only pay COBRA services for membership enrolled in a Blue Shield Plan.

⁵ Available to all brokers.