

Earn more with Blue Shield's 2018 dental, vision, and life sales incentive program



Sell new small business dental, vision, and life and earn more

The dental, vision, and life* sales incentive program will be available to brokers with groups of 1-100 employees throughout 2018.

Earn \$10 per net new member for dental, vision, and/or life insurance subscriber sales. The more you sell, the more you earn.

Blue Shield of California small business dental, vision, and life incentive program rules:

- "Net new membership" will be determined based on the total number of Blue Shield members enrolled from eligible new groups minus any membership loss from canceled groups during the program dates of January 1, 2018, through December 1, 2018.
- To be eligible, a broker or agency must sell a minimum of two new dental, vision, and/or life groups with effective dates between January 1, 2018, and December 1, 2018.
- For purposes of calculating this bonus, net new membership will be determined as of January 1, 2019.
- Bonus will be paid out in March 2019.
- New business written through a general agent qualifies for this bonus program.
- Bonus dollars earned from the dental, vision, and life sales incentive program are payable in addition to the standard broker commission structures and can be combined with any other Blue Shield bonus promotions offered.
- Qualified dental, vision, or life insurance cases can be written with or without Blue Shield medical plans, including plans added to existing Blue Shield small groups.
- 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 producing firm.
- Voluntary dental, vision, and dependent life insurance plans qualify for the bonus.
- 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.

* Underwritten by Blue Shield of California Life & Health Insurance Company (Blue Shield Life).