



Sell more, earn more with our Small Business Incentive Program

We're making it easier for you to earn more when you enroll members in Blue Shield of California small business products. No complicated tiers or calculations required.

You can earn

100 points

for each member who enrolls in a Trio HMO or Tandem PPO plan as part of the initial sale

50 points

per enrolled medical member on all plans excluding Trio HMO and Tandem PPO plans as part of the initial sale

10 points

per enrolled new member in a small business dental plan

5 points

per enrolled new member in a small business vision plan*

5 points

per enrolled new member in a small business life insurance plan*

2X bonus

earn 40 points for each new member enrolling in all three – dental, vision, and life

Start now!

Points apply to groups beginning with June 2021 effective dates through January 2022 effective dates.

View and compare our 2021 small business plan options at blueshieldca.com/employerplans.

Who is eligible?

Independent brokers and individual brokers within an agency participating in Producer Rewards¹ are eligible.

Program rules

- Applicable for small groups (1-100 employees) with effective dates June 2021 through January 2022.
- For new group sales, points are calculated using medical and/or specialty membership at the group's installment.
- Points apply to off-exchange and mirror plan package sales.
- All point distributions are in addition to the standard commission structure currently in place and Direct Elite Rewards Program bonus.
- Brokers associated with general agents are eligible for points.
- Point distributions will be made monthly, 120 days following the groups effective date.
- Any disputes over interpretation of these rules or point distributions will be resolved at the sole discretion of Blue Shield.
- Blue Shield may amend or discontinue this program at any time.

¹ Visit blueshieldca.com/ProducerRewards for more information.

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