blue
CALIFORNIA

Help them. Help you.

$100 Broker Incentive Program

The HRA incentive program

Get $100 for every Health Risk Assessment (HRA) you submit. This incentive program applies to new D-SNP enrollments with effective dates of 1/1/2026 and throughout 2026.

The HRA plays a crucial role in determining Blue Shield's Medicare star rating, which helps you in the short and long run.

Plus, you will get some extra cash for helping put our members on the path to the comprehensive health care they need and deserve. It's that simple.

The HRA is available for:

- Exclusively Aligned Enrollment (EAE) Blue Shield TotalDual Plan (HMO D-SNP) for Los Angeles and San Diego Counties

The HRA incentive program is a 90-day look back from the application effective date, for those HRA surveys that are submitted after an enrollment application is submitted through the [Compare Plans & Enroll online site](). See back for more details.

Get $100 for every D-SNP plan HRA you submit

How it works

- Members must be new D-SNP plan members (with a January 1, 2026 effective date) and remain in the plan for at least one month.
- The HRA incentive will be paid on approved Blue Shield TotalDual Plans (HMO D-SNP).
- A move from a D-SNP plan to a MAPD plan does not qualify for an HRA incentive.
- If a member reenrolls in a D-SNP plan within the same calendar year, the HRA incentive will be paid only for the initial enrollment.
- If a member enrolls in a D-SNP plan and submits an enrollment with another broker for the same plan and effective date, the HRA incentive is paid for the initial enrollment.

Keep in mind

- Try to answer as many questions as possible.
- Please ensure demographic information (phone/email/address) is accurate.
- Ensure that enrollment is submitted electronically through the compare plans and enroll system. **Paper applications are not eligible.**
- This incentive is exclusively available to individual brokers.
- Incentives will be paid out only once per member for each calendar year.
- Incentives are paid in the month following the member's effective date and with the commission for the initial enrollment.

If you need further assistance, please contact your Broker Sales Manager

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