



Earn up to \$150,000

Our Partnership Advantage program supports your success



To recognize the value of your achievements, our Partnership Advantage program offers significant bonuses when you sell new, eligible Anthem Blue Cross Large Group medical plans and supplemental coverage.

Points are awarded based on the number of covered members in the plan:



Earn five points for each new, eligible Anthem Balanced Funding (ABF) member sold.



Earn four points for each new, eligible fully insured medical member sold.



Earn two points for each new, jointly administrated arrangement with pharmacy (JAA with Rx) and direct administrative services only (ASO) medical member sold.



Earn a half point for each new, eligible dental or vision member sold.

Achieve bigger bonuses by earning more points

| Points | Bonus amount |
|----------------|--------------|
| 1,000–1,500 | \$25,000 |
| 1,501–3,500 | \$50,000 |
| 3,501–5,000 | \$75,000 |
| 5,001–10,000 | \$100,000 |
| 10,001 or more | \$150,000 |



Sign up now

To be eligible for the Partnership Advantage program, email anthembonusprogram@anthem.com by December 31, 2025. Write “Yes” in the message.



Challenge yourself and earn rewards

Payout example

| Case sold | Medical members | Dental members | Vision members | Points |
|----------------------------|-----------------|----------------|----------------|------------------|
| Fully insured | 400 | 400 | 400 | 2,000 |
| Fully insured ² | 600 | 600 | 600 | 3,600 |
| ASO direct | 800 | 0 | 0 | 1,600 |
| Fully insured ³ | 250 | 0 | 250 | 1,375 |
| Fully insured | 700 | 700 | 0 | 3,150 |
| Total points | | | | 11,725 |
| Eligible bonus | | | | \$150,000 |

Requirements

- Medical plans must have 101 or more eligible employees.
- Must sell three medical cases with effective dates from February 1, 2025, through January 31, 2026.
- All product lines must be new to Anthem.
- Payout is contingent on maintaining 85% of your book of business during the incentive period.
- Only fully insured, non-refunding business and direct ASO business, ABF business, and JAA that includes pharmacy qualify for Partnership Advantage.
- Cases must remain in force with Anthem throughout the qualification period.
- If you qualify for other bonus programs, you may not be eligible for payout under Partnership Advantage.
- The Partnership Advantage program excludes all voluntary products.
- Awards are calculated per each individual broker.
- If a case is split between two or more brokers, the points will be split equally between the brokers.
- Cases sold through general agents will be considered for qualification.
- General agents are not eligible to participate in this incentive program.
- JAA cases sold without pharmacy do not qualify for the program.
- Combined broker firms must be confirmed at the beginning of the program period.
- All bonus payments are subject to client disclosure and will be reported to the Internal Revenue Service using Schedule A or C.



**We're here to help you
exceed your goals**

For more information,
please contact your
Anthem representative.

Anthem reserves the right to update program requirements.

In California Anthem Blue Cross is the trade name of Blue Cross of California, Inc. Also serving California: Anthem Blue Cross Life and Health Insurance Company. In 11 northeastern counties of New York Anthem Blue Cross is the trade name of Anthem Healthchoice Assurance, Inc., and Anthem Healthchoice HMO, Inc., and Anthem Blue Cross HP is the trade name of Anthem HP, LLC. Independent licensees of the Blue Cross Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.