



Sell more, earn more with the Medical Incentive Program

We're adding ways for you to earn more when you sell Blue Shield of California small business medical products.

You can earn	
\$25	per enrolled member when using the employer enrollment tool
\$50	per enrolled medical member on all plans excluding Trio and Tandem plans
\$100	for each member who enrolls in a Trio HMO or Tandem PPO plan as part of the initial sale or during renewal
\$100	NEW - Welcome back bonus! Earn \$100 per member when a small business group returns to Blue Shield and members enroll in a Trio HMO or Tandem PPO plan with December 2020 or January 2021 effective dates.

Start now!

Bonuses apply to groups with effective or renewal dates through January 2021.

- View and compare our 2020 small business medical plan options at blueshieldca.com/employerplans.
- Learn about our Trio medical plans specifically at blueshieldca.com/aco. To check if a group is in the Trio network, visit blueshieldca.com/trioeligibility.
- Do your clients want the flexibility of a PPO but with lower rates? See what makes Tandem such a great choice by visiting blueshieldca.com/tandem.

Who is eligible?

Independent brokers and individual brokers within an agency are eligible.

Program rules

- Applicable for small groups (1-100 employees) with effective or renewal dates September 2020 through January 2021. Welcome back bonus applies only for December 2020 and January 2021 effective dates.
- For new group sales, bonuses are calculated using medical membership at the group's installment.
- Renewal member bonuses will be paid on the net growth of medical, Trio, and Tandem membership for groups which renew during the bonus period.
- Bonus program applies to off-exchange and mirror plan package sales, and renewals only.
- All bonus payouts 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 the bonus.
- Bonus payments will be made in April 2021.
- Bonus payments will be made by EFT only.
- Any disputes over interpretation of these rules or payout amounts will be resolved at the sole discretion of Blue Shield.
- Blue Shield may amend or discontinue this program at any time.