

Sell more, earn more with our Small Business Incentive Program

Brought to you by Producer Rewards

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.

Start now!

One point is equivalent to one dollar. Points apply to groups with effective dates beginning February 1, 2022 and going through January 2023. View and compare our 2022 small business plan options at blueshieldca.com/employerplans.

Who is eligible?

Independent brokers and individual brokers within an agency participating in Producer Rewards.†

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

Program rules

- Applicable for small groups (1-100 employees) with effective dates February 1, 2022 through January 2023.
- 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.

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

† Visit blueshieldca.com/ProducerRewards for more information.

blueshieldca.com

