

Brief Notes

News for Brokers and Consultants

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Three Penn Plaza East, Newark, NJ 07105-2200

Applies to: 51 to 999 market, excluding Public, National and Labor markets

2014 New Business Broker Incentive Program Extended

Horizon Blue Cross Blue Shield of New Jersey is pleased to extend our special broker incentive program* for all new medical, dental and vision sales with effective dates of **May 2014** through **July 2014**. This program rewards brokers for new business sales of fully insured groups of 51 to 999 eligible employees and self-funded groups of 300 to 999 eligible employees.

For fully insured business, this program:

Rewards an incentive payment of ...	Per enrolled contract for a Horizon BCBSNJ ...
\$45	Patient-Centered Advantage EPO plan.
\$40	All other medical plans.
\$20	Dental plan. The maximum payout for any dental-only sale is \$5,000.
\$10	Free-standing vision plan.**
Includes a maximum incentive payout for any sale of \$25,000.	

For self-funded business, this program:

Rewards an incentive payment of ...	Per enrolled contract for a Horizon BCBSNJ ...
\$8	Patient-Centered Advantage EPO plan.
\$6	All other medical plans.
\$3	Dental plan.
\$1	Free-standing vision plan.**
Includes a maximum incentive payout for any sale of \$10,000.	

Horizon BCBSNJ values the strong relationship we have with you. Extending this incentive program is a way to express our appreciation for your support in making us a leader in the marketplace.

If you have questions, please contact your Horizon BCBSNJ sales executive or account manager.

* To be eligible for this program, brokers must be licensed and contracted with Horizon BCBSNJ, and must be the Broker of Record on the effective date of the sale.

** Initial vision incentive payments may be delayed due to our new internal reporting system.



Horizon BCBSNJ offers integrated medical, dental, vision and prescription drug plans. Contact your sales executive today to learn more.