

# Brief Notes

News for  
Brokers and Consultants

February 2, 2016

**Applies to:** Public Sector market

## 2016 New Business Broker Incentive Program

Horizon Blue Cross Blue Shield of New Jersey is offering a special broker incentive program\* for all new dental and vision sales with effective dates of **March 1, 2016** through **July 31, 2016**. This program rewards brokers for new business sales of fully insured business only; sales of self-funded groups are not eligible for this program.

**For fully insured business, this program:**

Rewards an incentive payment of ...	Per enrolled contract for a Horizon BCBSNJ ...
\$10	Dental plan. The maximum payout for any dental-only sale is \$10,000.
\$5	Freestanding vision plan. The maximum payout for any vision-only sale is \$2,500.

Horizon BCBSNJ values the strong relationship we have with you. This incentive program is offered as 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.