

# Turn Blue Into Green



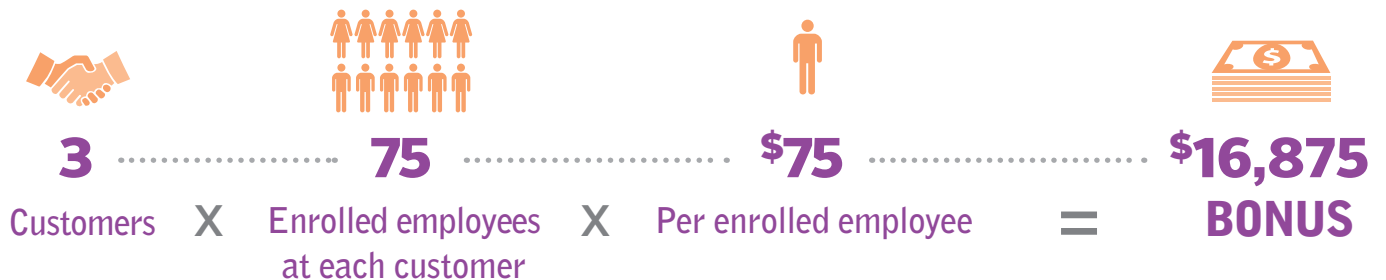
BROKER  
COMMUNICATION

Attention Producing Agents!

Earn bonus dollars on 4th quarter new and renewing business for selling eligible fully insured customers with 51+ employees and fewer than 100 enrolled contracts.

To qualify, just sell at least 2 new fully insured customers and at least 1 renewal customer for a payout of \$75 per enrolled contract.

## EXAMPLE OF HOW IT WORKS



### Program details and rules

- Bonus applies to eligible customers with 51+ employees and fewer than 100 enrolled contracts with effective dates of October 1, 2017 through December 1, 2017.
- All customers must be fully insured to be eligible for this program.
- To qualify, agent must sell at least two new business customers and at least one renewal customer.
- Payout is \$75 per enrolled contract.
- New business customers must be received by Independence Blue Cross from the Primary Agent only.
- New business customers must be submitted under the same Producing Agent/agency tax ID number.
- All qualified customers must maintain active, uninterrupted coverage for a minimum of 60 days.
- Bonus payment will be made to the Primary Agent by April 2018.
- Independence's determination of the customer's enrolled employee count is final.
- The bonus amount paid is based on cumulative contracts sold during the program dates.
- Independence in its sole discretion may change or discontinue the Bonus Program at any time.
- Small Employer ACA/Metallic products are not eligible for this program.

Independence Blue Cross offers products through its subsidiaries Independence Hospital Indemnity Plan, Keystone Health Plan East and QCC Insurance Company, and with Highmark Blue Shield — independent licensees of the Blue Cross and Blue Shield Association.