



Sell more, earn more with the Specialty Bonus Program

We're making it easier for you to earn more when you sell Blue Shield of California Small Business dental, vision, and life products. Go for a triple play and earn double when you sell all three products together! No complicated tiers or calculations required.

You can earn

\$10	per enrolled new member in a small business dental plan
\$5	per enrolled new member in a small business vision plan
\$5	per enrolled new member in a small business life insurance plan*
X2	when dental, vision, and life insurance plans are added to a new or renewing group

Start now!

Bonuses apply to groups beginning with June 1, 2019 effective or renewal dates through January 31, 2020 effective or renewal dates. View and compare our 2019 small business medical plan options at blueshieldca.com/employerplans.

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 June 1, 2019 through January 31, 2020.
- For new group sales effective June 1, 2019 through January 31, 2020, bonuses are calculated using membership as of January 31, 2020. For existing group sales, bonuses are calculated using January 31, 2020 membership for each specialty line that did not have membership as of May 31, 2019.
- Producer must be the producer of record on the effective date of the group coverage and at the time the bonus is paid. Obtaining a new group because of a producer of record change does not qualify for this bonus program. The selling producer must be in good standing with a current, signed Blue Shield of California Producer Agreement, have a valid license on file with Blue Shield, and have been appointed as a Blue Shield agent.
- Bonus payments are paid to the commissionable entity listed on the Master Group Application.
- All bonus payouts are in addition to the standard commission structure currently in place for medical bonuses and replaces the previously announced 2019 specialty bonus that was intended to run from 1/19 to 1/20.
- New business written through a general agent does qualify for this bonus program.
- Bonus payments will be paid on or before April 30, 2020.
- 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.
- Qualified dental, vision, or life insurance cases can be written with or without Blue Shield medical plans, including plans added to existing Blue Shield small groups.
- Voluntary dental, vision, and dependent life insurance plans qualify for this bonus program.
- Bonus applies to Small Business Off-Exchange Package and Mirror Package sales. Covered California for Small Business (CCSB) membership is not eligible for this bonus and will not be included when calculating a producer's eligibility for the bonus.

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