



Come Back to Blue

Sure, you want incentives for selling more business and we've got 'em (see our other "It Pays to Play" deals). Why don't we just go ahead and make it easier for you to sell in the first place?

Right now, we're offering special employer promotions to help you bring back lapsed business and we're making it easier to keep the hard earned business you already have. Check out these great programs:

12-Month Rule Waiver

- Bring back groups that lapsed between October 1, 2007, and October 1, 2008. When they re-apply for medical coverage from Anthem Blue Cross or Anthem Blue Cross Life and Health Insurance Company, for September 1 through April 15, 2008 effective dates, we'll waive the 12-month waiting rule and guarantee issue to those groups that would otherwise qualify under AB1672.
- This offer is only available for qualifying AB1672 groups that cancelled their Anthem Blue Cross medical coverage between October 1, 2007, and Oct 1, 2008, and had RAFs of 1.05 or better.

NEW Lower RAFs

We're offering a NEW RAF reduction program when eligible groups re-apply for medical coverage under Come Back to Anthem Blue Cross. No health questions required!

- Groups of 2-4 medically enrolled subscribers receive a 1.00 RAF.
- Groups of 5-9 medically enrolled subscribers receive a .95 RAF or a 5% reduction, whichever is lower.
- Groups of 10-50 medically enrolled subscribers receive a .90 RAF.

Come Back to Blue Cash Program

Group returning via Come Back to Blue will receive a bonus of:

- 2 - 4 = nothing
- 5 - 9 = \$350 per group
- 10 - 50 = \$750 per group
- Add **double** points toward Small Group Producer Trip for January

Win Back Employer Mailing

This campaign is targeted at former employer groups that left Anthem Blue Cross small group in the past year. With new products and great service, we wanted to remind our former customers that we want to win back their business. This direct mail campaign is intended to stimulate discussion with you, the agent.