

# Discover new heights in 2019



You can earn up to **\$250,000** for new cases with effective dates between **February 1, 2019**, and **January 31, 2020**.

## Go beyond your limits to reach new sales destinations

Sell new Anthem Blue Cross (Anthem) Large Group medical cases to qualify, and then earn additional points for selling additional medical and specialty lines for maximum payoff. Only medical cases with 101+ eligible employees count.

- Earn two points for each new eligible fully insured medical member sold.
- Earn one point for each new direct administrative services only (ASO) medical member sold.<sup>1</sup>
- Earn a half point for each new eligible dental, vision, life or disability member sold.

## Soar above 10,000 points for greater rewards

Points	Bonus Amount <sup>2</sup>
1,000 – 1,500	\$30,000
1,501 – 3,500	\$50,000
3,501 – 5,000	\$100,000
5,001 – 10,000	\$150,000
10,001 +	\$250,000



<sup>1</sup> Joint administrative arrangement (JAA) and MCS business is excluded.

<sup>2</sup> All bonus payments are subject to client disclosure and will be reported using **Schedule A**.

# Ready to go higher?

With Partnership Advantage, the sky is the limit.

## Payout example

Case Sold	Medical Members	Dental Members	Life Members	Disability Members	Vision Members	Points
Fully Insured	400	400	0	0	400	1,200
Fully Insured	600	600	300	300	0	1,800
ASO Direct	800	0	0	0	0	800
Fully Insured	250	0	0	0	250	625
Fully Insured	700	700	0	0	0	1,750
<b>Total Points</b>						<b>6,175</b>
<b>Eligible Bonus</b>						<b>\$150,000</b>

## Rules

- Must sell cases with effective dates between **February 1, 2019**, and **January 31, 2020**.
- All product lines must be new to Anthem Blue Cross.
- Payout is contingent on maintaining 85% of your book of business (excluding JAA) during the incentive period.
- Only fully insured, nonrefunding business and direct ASO business qualifies for Partnership Advantage.
- Cases must remain in force with Anthem through the qualification period.
- If you qualify for other bonus programs, you may not be eligible for payout under Partnership Advantage.
- The Partnership Advantage program excludes all voluntary products.
- Awards are calculated based on individual broker number.
- If a case is split between two or more brokers, the case will count as one-half, one-third, etc.
- Cases sold through General Agents will be considered for qualification or bonus payment.
- General Agents are not eligible to participate in this incentive program.

National Accounts are not part of this program.

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