

NEED A LITTLE EXTRA GAS MONEY?

Partnership Advantage 2008

It's time to get in the driver's seat, push the pedal to the metal and reward yourself for your sales know-how! You could earn up to \$60,000 with Partnership Advantage 2008!

For details, see the "Program Criteria" inside, and start turning your sales into rewards today!

Hot Rod Rewards

Payout Breakdown*

Accumulated Points	Partnership Advantage Payout
1,251 and above	\$60,000
1,001 to 1,250	\$50,000
751 to 1,000	\$40,000
301 to 750	\$20,000
150 to 300	\$10,000

* All bonus payments are subject to client disclosure and will be reported using *Schedule A*.

The Road to Rewards

How to earn points:

Sell medical with the following specialty products: Life, Dental or Vision. Only medical cases with 51+ eligible employees will qualify. A specialty sale of Life, Dental and/or Vision is required with each qualifying medical case.

- Earn two points for each new eligible medical subscriber sold.
- Earn one point for each new eligible Life or Dental subscriber sold.



Partnership Advantage 2008



2008 Program Criteria

- Must sell at least three new cases with effective dates between July 1, 2008 and, up to and including, January 1, 2009.
- All product lines must be new to Anthem Blue Cross.
- A specialty sale of Life, Dental and/or Vision is required with each qualifying medical case.
- Only fully insured, non-refunding business qualifies for Partnership Advantage.
- Cases must remain in force with Anthem Blue Cross for one year.
- Termination of existing Anthem Blue Cross medical products in your portfolio during the qualification period will reduce your accumulated points by **two points per medical subscriber**.
- Termination of existing Anthem Blue Cross or Anthem Blue Cross Life and Health Insurance Company Life or Dental products in your portfolio during the qualification period will reduce your accumulated points by **one point per Life or Dental subscriber**.
- Brokers who qualify for other cash incentive programs may not be eligible for payout under Partnership Advantage.
- 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.
- General agents are not eligible to earn cash award payments.

Anthem Blue Cross Driving Points

- Our PPO and HMO/POS products received the highest possible status of National Committee for Quality Assurance (NCQA) Accreditation. Anthem Blue Cross PPO is the first and only PPO in California to have received "Full" accreditation.
- We offer the industry's leading CDH programs through Anthem Blue Cross/Lumenos.
- We have a tradition of quality and financial security associated with our company.
- Our innovative products offer choice, value and stability to meet market demands and satisfy employers' needs.
- We offer competitively priced Life products, a wide array of PPO Dental and HMO Dental Net® plans and a variety of vision plans that can round out any employee benefits package.

All of this, combined with our drive to deliver outstanding customer service and client support, tells employers and employees alike that they are part of a "winning" team.

**It's your time to shine with
Partnership Advantage 2008!**

EXAMPLES



Example #1

Status	Eligible Subscribers	Medical Subscribers	Dental Subscribers	Life Subscribers	Vision Subscribers	Cases	Points
Sold	103	92	0	0	92	1	184
Sold	55	52	0	55	0	1	159
Sold	80	79	66	0	0	1	224
Terminated Case	67	60	52	0	0	0	(172)

Number of Qualifying Cases = 3 Total Points = 395 Eligible Bonus = \$20,000

Example #2

Status	Eligible Subscribers	Medical Subscribers	Dental Subscribers	Life Subscribers	Vision Subscribers	Cases	Points
Sold	110	105	100	0	0	1	310
Sold	240	240	0	240	0	1	720
Sold	300	290	287	0	287	1	867
Sold	245	240	225	245	0	1	950
Terminated Case	130	130	0	130	0	0	(390)

Number of Qualifying Cases = 4 Total Points = 2,457 Eligible Bonus = \$60,000

Large Group SALES OFFICES

Costa Mesa

3070 Bristol St., Suite 400
Costa Mesa, CA 92626
714-429-2700

Fresno

499 West Shaw Ave., Suite 108
Fresno, CA 93704
559-230-6200

Los Angeles

801 S. Figueroa St., 5th Floor
Los Angeles, CA 90017
213-553-5400

Sacramento

11050 Olson Dr., Suite 110
Rancho Cordova, CA 95670-5640
916-636-2339

San Bernardino

685 E. Carnegie Dr., Suite 270
San Bernardino, CA 92408
909-891-1280

San Diego

3655 Nobel Dr., Suite 250
San Diego, CA 92122
858-457-7240

San Francisco

Two Embarcadero Center, Suite 1310
San Francisco, CA 94111
415-617-1700

Santa Barbara

30 E. Figueroa St., Suite A
Santa Barbara, CA 93101
805-560-3520

Walnut Creek

2121 N. California Blvd., 7th Floor
Walnut Creek, CA 94596
925-927-6000

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