



New Incentive+ Producer Program

Producer Communication #763

July 6, 2016

Message

Just in time for summer, Capital BlueCross' popular Incentive+ Program is back. The program now includes additional incentives starting August 1, 2016 for new sales of the Large Group Standard product and starting January 1, 2017 for new sales of the ASO Signature product. The included flyer has all the details.

To learn about our brand new ASO Signature product, please join us at an upcoming training on July 21. [Click here](#) to register for training.

Questions

Contact your Preferred Agent with any questions. Thank you.

PRODUCER Incentive+ Program



You asked. We delivered.

Capital BlueCross' popular Incentive+ Program is back so you can make the most of your sales!

The Incentive+ Program is for new, fully insured and ASO business sales based on medical contracts.

- A one-time incentive payment will be paid on new groups written by Capital BlueCross with effective dates of August 1, 2016 through January 15, 2017.
- Medical + Dental Incentive Bonus is for new medical with new dental sales.
- Groups with multi-coverage credit for dental are eligible for Medical + Dental Incentive Bonus.
- Value, pediatric only, and voluntary plans are excluded from the Medical + Dental Incentive Bonus.
- Dental plans without medical are not eligible toward either incentive bonus.
- All producers must be appointed by Capital BlueCross and its subsidiaries and licensed by the Pennsylvania Insurance Department to be eligible for payment.
- Payment is written to the Producer of Record (POR, no split cases).
- Group size is based on enrolled subscribers on the effective date.
- The incentive payment will be made within 60 days of the effective date of the new contract.

- The incentive program is in addition to the existing commission payments.
- All incentive payments will be made through normal commission channels. All existing standard commissions and incentive programs remain unchanged.
- All incentive payments must be fully disclosed by the receiving producer.
- Capital BlueCross will make all final determinations regarding incentive payments, and reserves the right to change or discontinue this program at any time by giving advance written notice.
- Incentive payment will be made on groups with commission built in as well as fee-based (consulting groups). In order to make payment on fee-based groups, Producer Relations must receive a copy of a POR with zero percent commission and most current W-9 form within two weeks of the effective date to be eligible for payment. Please send copies of POR and W-9 to Sally.Smeltz@capbluecross.com.

New Groups Effective August 1, 2016 through January 15, 2017

Group Size	Medical Incentive Bonus	Dental+ Incentive Bonus	ASO Signature or Large Group Standard
51–99	\$3,000	\$1,000	NA
100–399	\$5,000	\$1,750	\$2,500
400+	\$10,000	\$3,500	\$2,500

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