



## **Producer Incentive+ Program**

### **Producer Communication #786**

*Issued January 16, 2017*

#### **Message**

Capital BlueCross' popular Producer Incentive+ Program is back for 2017.

The Incentive+ Program is for new, fully insured and ASO business sales based on medical contracts. Producers can earn a one-time incentive on new groups written by Capital BlueCross with effective dates of January 16, 2017 through July 15, 2017. Medical + Dental incentive bonus is also available for new medical contracts with new dental sales.

Incentive+ Program details are included in the flyer.

#### **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 January 16, 2017 through July 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 to the group.
- 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](mailto:Sally.Smeltz@capbluecross.com).

## **New Groups Effective January 16, 2017 through July 15, 2017**

Group Size	Medical Incentive Bonus	Dental+ Incentive Bonus	ASO Signature or Large Group Standard
51–99	\$3,000	\$1,000	NA
100–499	\$5,000	\$1,750	\$2,500
500+	\$10,000	\$3,500	\$2,500

**Capital BLUE**



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C-603 (01/12/17)