

**Earn the awards you deserve for performing your best.**  
Welcome to Highmark's Elite Producer Rewards.



**Highmark invites you to take part in an exciting, new sales incentive program designed to reward you for your outstanding sales performance.**

This is exclusively available to individual producers who are part of Highmark's Elite Agency Program (EAP). By enrolling in Elite Producer Rewards, you can grow your Highmark book of business and reward your hard work by choosing a non-cash award from an online catalog with thousands of options, including merchandise, travel and event tickets.

You'll be rewarded for new Medical/Rx and Dental sales (fully insured and ASO). Once enrolled, you will earn points for new contracts sold between February 1, 2017, and January 31, 2018. You'll also receive timely alerts regarding limited-time promotions or bonus point opportunities.

» Elite Producer  
*Rewards*  
» Make Your Mark

## Enjoy the luxury of choice.

The points you earn from new sales will be deposited into your online Elite Producer Rewards account. Redeem them immediately or save them for big-ticket items from the Elite Producer Rewards online catalog, which offers:

- » More than 700,000 brand-name merchandise items, including the latest electronics, sports gear, jewelry, furnishings, appliances and more
- » Tickets to more than two million sporting events, concerts and theater productions
- » A do-it-yourself reservation tool to book flights, hotels and resorts, car rental and unique experiences worldwide

Upgrade your home entertainment technology or furnish your game room. Ride the trails on your new mountain bike or hit the links with your new set of clubs. Jet off on a weekend getaway or score tickets to a championship game. Elite Producer Rewards gives you the power to choose your own award.





## Getting started.

It's easy to sign up for Elite Producer Rewards:

- » Visit **highmark.performnet.com** from your laptop, mobile device or tablet
- » Enter your registration code (this will be provided to you in an email sent from your Agency Principal)
- » Follow the prompts to complete your registration



Once you enroll, simply login to the program site to view current promotions, browse the awards catalog and redeem your points.

Make the most of this exclusive opportunity. Contact Mark Fleisner (WPA) or Cory Dorman (CPA), Relationship Management Consultants, with any questions about this exciting new program.

**Thank you for your business and your loyalty to Highmark.**

## Program details

### Program dates

**Effective Dates:** February 1, 2017 – January 31, 2018

### Eligible participants

Producers within qualifying 2017 EAP agencies

### Base program

Producers will earn points for these new contract sales:

Eligible Products	Point Value per Contract
NEW Fully Insured or Self-Funded ASO Community Blue Flex with Rx Included Contracts	125
NEW Fully Insured or Self-Funded ASO Connect Blue with Rx Included Contracts	125
NEW Fully Insured or Self-Funded ASO Community Blue Premier Flex with Rx Included Contracts	125
NEW Fully Insured or Self-Funded ASO Lehigh Valley Flex Blue with Rx Included Contracts	125
All Other NEW Fully Insured Medical with Rx Included Contracts	100
All Other NEW Self-Funded ASO Medical with Rx Included Contracts	50
NEW Fully Insured or ASO Dental Contracts with New or Retained Highmark Medical Contracts	10

## Terms and Conditions

- » Program points may be rewarded for qualifying new business effective February 1, 2017 – January 31, 2018.
- » Highmark reserves the right to evaluate the Elite status of any agency at any time.
- » Points have no cash value and cannot be supplemented with cash or credit card toward redemption of any program awards.
- » Points cannot be redeemed for cash and are not transferable. No award substitutes are allowed.
- » Program participants are responsible for taxes associated with points earned. Points are taxable according to IRS or local tax guidelines.
- » Highmark reserves the right to deduct points associated with new contracts that subsequently cancel.
- » Highmark reserves the right to alter, amend, or cancel any, or all, of this program at any time without notice.
- » All Highmark decisions are final and binding.



Highmark Blue Shield is an independent licensee of the Blue Cross Blue Shield Association, an association of independent Blue Cross and Blue Shield companies.