

UPMC *for Life* Reward Tiering—General Agency

How it works:

- Each level includes the rewards listed below **as well as the rewards from the previous levels.** This excludes UPMC *for Life* cobranding listed out in the tiers achieved.
- Tiering assignment is based on current UPMC *for Life* book of business as of Dec. 31.
- Reward tiering will be evaluated on an annual basis.



PURPLE LEVEL—50,000 or more UPMC *for Life* members

- **Additional override retention bonus (98% BOB):**
 - o You will receive an additional \$1 per member contract. Book of business quantity is based on your book of business as of Dec. 31 of each year. Example: If your existing book of business on Dec. 31 is 1,000 on Jan. 1, it must be 980 or higher (not including new enrollments for Jan. 1).
- **UPMC *for Life* cobranding and marketing:**
 - o One cobranding mailing to your book of business and/or prospective clients per calendar year.
 - o Marketing expense reimbursement up to \$25,000.
 - o UPMC *for Life* logo featured on your website (subject to UPMC Health Plan approval).
- **Lunch with UPMC *for Life* senior management.**
- **UPMC *for Life* purple level award.**



GOLD LEVEL—30,000 to 49,999 UPMC *for Life* members

- **UPMC *for Life* cobranding and marketing:**
 - o One cobranding mailing to your book of business and/or prospective clients per calendar year.
 - o Marketing expense reimbursement up to \$15,000.
 - o UPMC *for Life* logo featured on your website (subject to UPMC Health Plan approval).
- **Mix and match from the following UPMC *for Life* branded apparel or accessories for office staff only (GA agents not included). Order limit of 50. Contact UPMC *for Life* to order:**

o Nike Dri-Fit polo	o Microfleece jacket	o 46-inch expanding auto umbrella
o Unisex fleece zip hoodie	o Merger laptop backpack	

UPMC *for Life*'s reward tiering program is subject to change based on availability and UPMC Health Plan discretion.



GOLD LEVEL—30,000 to 49,999 UPMC for Life members (cont'd)

- **Mobile unit at general agency office for events coordinated by the UPMC for Life Community Relations team.**
- **Tailored AEP kickoff meeting for general agency.**
 - o Hosted by a UPMC for Life broker manager.
 - o Meeting will be advertised to general agency's agents only.
- **UPMC for Life gold level award.**



SILVER LEVEL—15,000 to 29,999 UPMC for Life members

- **UPMC for Life cobranding and marketing:**
 - o Marketing expense reimbursement up to \$5,000.
 - o UPMC for Life logo featured on your website (subject to UPMC Health Plan approval).
- **Choice of three of the following UPMC for Life branded apparel or accessories for office staff only (GA agents not included). Order limit of 250. Contact UPMC for Life to order:**

o 20 oz. drink tumbler	o Salad-to-go container
o Color combination tote DS	o Mercury notebook set
o Nonwoven cooler bag	o Carabiner
o 24 oz. PolySure bottle	o Lip balm
o 24 oz. PolySure measure bottle	o 1 oz. hand sanitizer
o Stainless steel straw kit	
- **Receive a quarterly general agency achievement status report to track enrollments. This is similar to the year-end report.**
- **UPMC for Life silver level award.**



BRONZE LEVEL—5,000 to 14,999 UPMC for Life members

- **Mix and match from the following UPMC for Life branded accessories for office staff only (GA agents not included). Order limit of 500:**

o Pens	o Bandage dispenser	o Jar opener
o Chip clips	o Pillbox	
- **UPMC for Life bronze level award.**

UPMC for Life's reward tiering program is subject to change based on availability and UPMC Health Plan discretion.

