

Sell more, earn more with our Small Business Incentive Program

Brought to you by Producer Rewards

We're making it easier for you to earn more when you enroll members in Blue Shield of California Small Business products. No complicated tiers or calculations required.



Start now!

One point is equivalent to one dollar. Points apply to groups with effective dates beginning February 1, 2023, through June 30, 2023. View and compare our 2023 small business plan options at blueshieldca.com/employerplans



Who is eligible?

Independent brokers and individual brokers within an agency participating in Producer Rewards.¹

You can earn

100 points

for each new member who enrolls in a Tandem PPO plan or a Virtual BlueSM plan as part of the initial sale

50 points

per new enrolled medical member on all plans, excluding Tandem and Virtual BlueSM PPO plans as part of initial sale.

10 points

per new enrolled member in a small business dental plan

5 points

per new enrolled member in a small business vision plan*

5 points

per new enrolled member in a small business life insurance plan*

2X points

earn 40 points for each new member enrolling in all three: dental, vision, and life

Program rules

- Applicable for small groups (1-100 employees) with effective dates February 1, 2023, through June 30, 2023.
- For Virtual BlueSM are for groups with effective dates March 2023 through June 2023
- For new group sales, points are calculated using medical and/or specialty membership at the group's installment.
- Points apply to off-exchange and mirror plan package sales.
- All point distributions are in addition to the standard commission structure currently in place and Direct Elite Rewards Program bonus.
- Brokers associated with general agents are eligible for points.
- Point distributions will be made monthly, 120 days following the groups effective date.
- Any disputes over interpretation of these rules or point distributions will be resolved at the sole discretion of Blue Shield.
- Blue Shield may amend or discontinue this program at any time.

[†] Visit blueshieldca.com/ProducerRewards for more information.
^{*} Underwritten by Blue Shield of California Life & Health Insurance Company.

blueshieldca.com

Blue Shield of California is an independent member of the Blue Shield Association A52351_0123

