



BlueCross BlueShield of Illinois



2022 Retail Bonus Program

You are an important part of what we do... and why we do it.

For more than 80 years, Blue Cross and Blue Shield of Illinois (BCBSIL) has kept one goal at the forefront of everything we do — expanding access to quality, affordable health care. We've delivered on this goal through the years by staying customer focused and providing reliable, innovative and affordable health care options.

We recognize that our success is due, in part, to your hard work and dedication. To recognize your efforts, we're excited to launch a new bonus program for producers selling qualified health plans in the individual market.



2022 Retail Bonus Program

How it works

BCBSIL is launching a new bonus program with a tiered schedule based on your production level. To be eligible, sell a minimum of 10 new major medical qualified health plans with effective dates of Jan. 1, 2022 through Feb. 1, 2022. The more you sell, the more you earn, up to \$100 per contract and a maximum of \$30,000.

Bonus Rates Per Level

BCBSIL Medical QHP Contracts* Sold	Bonus Rate
10 - 49 contracts	\$50 per contract
50 - 99 contracts	\$75 per contract
100+ contracts	\$100 per contract

Bonus Calculation Examples

Agency 1	20 contracts	X	\$50 /contract	=	\$1,000
Agency 2	100 contracts	X	\$100 /contract	=	\$10,000
Agency 3	400 contracts	X	\$100 /contract	=	\$30,000**

* A contract is defined as a single health insurance policy. For example, one contract may have 5 total members. For the purposes of this bonus, we are counting contracts, not members/lives.

** The maximum payout per contracted producer or agency is \$30,000

Questions?

For additional information, please contact your General Agent (if applicable) or your Retail Producer Sales Consultant.

2022 Retail Bonus Program Terms and Conditions

Payout:

- The maximum payout per contracted producer or agency is \$30,000.
- The entire bonus amount will be included on a normal monthly commission statement as a one-time payment. The bonus payout is targeted for the second quarter of 2022.
- On the payout commission statement, the total payout will be displayed as a separate line item in the bonus section of the statement.
- Producers and agencies must be contracted with BCBSIL to participate. Bonuses are paid to contracted producers and agencies only.
- Multiple Tax Identification Numbers (TINs) may not be combined, and agencies with multiple locations will be eligible for only one bonus payout. Bonuses remain subject to all other terms and conditions of the producer's or agency's contract with BCBSIL.
- All bonus payments are subject to federal and state income tax reporting as well as withholding by BCBSIL (if applicable).

Eligibility:

- The minimum threshold for bonus eligibility is 10 contracts. A contract is defined as a single health insurance policy. For example, if one contract/policy has five total members, BCBSIL counts contracts/policies (one), not members/lives (five).
- Only new sales of major medical individual QHPs (both on- and off-exchange) with effective dates of Jan. 1, 2022 through Feb. 1, 2022 are eligible for this program.
- Contracts/policies must remain active and in force for a minimum of 90 days from the effective date to be eligible.
- The following are not eligible for this bonus program: renewals, ACA dental, supplemental dental and vision policies or sales or renewals from other lines of business.
- The producer of record for each eligible contract/policy must be registered with the Marketplace for plan year 2022 prior to the application submission date for an on-exchange policy to be bonus eligible. Eligibility of on-exchange policies is subject to CMS's annual registration process.

Other:

- This bonus program is in addition to (and separate from) all other BCBSIL bonus programs.
- BCBSIL determines the issue dates of all policies and has sole discretion to determine production counts for this promotion.
- BCBSIL will be the final arbiter of any issues related to this bonus program and reserves the right to make final judgments on eligibility, calculations and payout under this program.
- BCBSIL reserves the right to terminate or modify this program at any time without notice.