

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, 2024, through January 31, 2025. View and compare our 2024 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 Blue SM plan as part of the initial sale
50 points	per new enrolled medical member on all plans, excluding Tandem and Virtual Blue SM PPO plans as part of the 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	for each new member enrolling in all three: dental, vision, and life (40 points total)

Program rules

- Applicable for small groups (1-100 employees) with effective dates February 1, 2024, through January 1, 2025.
- Applicable for Virtual BlueSM PPO groups effective February 2024 through January 1, 2025.
- An Achievers account is required to receive and redeem points.
- Points must be redeemed within six months of the date the points were added to an Achievers account.
- Points are awarded in March 2025 for 2024 new sales and March 2026 for 2025 new sales.
- 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 bonuses. Broker placing through general agents are eligible for points.
- Any disputes over interpretation of these rules or point distributions will be resolved at the sole discretion of Blue Shield.

* Underwritten by Blue Shield of California Life & Health Insurance Company.

† Visit blueshieldca.com/ProducerRewards for more informaton.

blueshieldca.com

