Small Group Transition Bonus

Health Net to
Blue Shield of California

Help your Health Net small groups make the move to Blue Shield and **earn more**

We understand that Health Net's recently announced exit from the small group market in California is causing some uncertainty. Our limited time transition bonus program rewards you for transitioning eligible groups previously with Health Net to Blue Shield of California.

Health Net to Blue Shield transition bonus

Small group medical members

1-50 members	**$100** per member
51-100 members	**$150** per member
101+ members	**$200** per member

Dental members

$20 per member

Vision members

$5 per member

Applicable effective dates

October 1, 2026 through March 1, 2027

Who is eligible?

Independent brokers, brokers working within an agency, or brokers working through a General Agent.

New opportunities, greater rewards

Increased underwriting flexibility for groups with 10/1/2026 - 3/1/2027 effective dates.

Writing Blue Shield alongside another carrier's HMO

When writing Blue Shield alongside another carrier's HMO, we reduced the minimum enrollee requirement to 3 employees.[1] For groups transitioned from Health Net with 3+ enrolling employees, a prior bill may be used in lieu of the DE9c/payroll.[2]

Simplified Renewal Date Changes

For transitioning Health Net groups, the 30-day advance submission and six-month Blue Shield requirements are temporarily waived for renewal date change requests, including eligible off-cycle changes.

[1] 65% participation required between all carriers when Blue Shield is offered alongside another carrier's HMO and SIMNSA or MediExcel.

[2] Prior bill must be within 60 days of the effective date. Payroll documentation is required for enrolling employees not listed on the prior bill.

Qualifying Events

Loss of coverage is a qualifying event. If an existing Blue Shield group was written alongside Health Net, members losing coverage can transition to a Blue Shield plan.

Flexible Reinstatements

Groups that left Blue Shield can come back by reinstating their prior coverage within 60 days of their termination date – same group number, same member IDs, same great experience.

Health Net to Blue Shield Small Group Transition Bonus program rules

- To be eligible, a broker or agency must have written new fully insured small group membership with effective dates from October 1, 2026, through March 31, 2027.
- For purposes of this bonus, calculations will be made based on active membership as of March 31, 2027, for new small groups transitioned from Health Net during the bonus period.
- Bonuses will be paid out on or before June 30, 2027.
- New business written direct and through general agents qualify for this bonus program.
- Transition bonus program applies to Small Business Off-Exchange and Mirror Package sales only.
- Covered California for Small Business (CCSB) plans membership are not eligible for this bonus and will not be included to calculate a producer's eligibility for the bonus.
- Any bonus is in addition to earnings from the Producer Rewards Program and the standard commission structure currently in place.
- Transition bonus can be combined with Direct Elite Rewards and Producer Rewards.
- Producer must be the producer of record on the effective date of the group coverage and at the time the bonus is paid. Obtaining a new group because of a producer of record change does not qualify for this bonus program. The selling producer must be in good standing with a current, signed Blue Shield of California Producer Agreement, have a valid license on file with Blue Shield, and have been appointed as a Blue Shield agent.
- Bonus payments are paid to the commissionable entity listed on the Master Group Application.
- Bonuses will not be payable in connection with contracts involving any union or trust, or contracts for Medicare coverage.
- Any disputes over interpretation of rules or payout amount will be resolved by Blue Shield of California, distributions will be resolved at the sole discretion of Blue Shield.