

Sell more, earn more with our Small Business Incentive Program

Brought to you by Producer Rewards

We're making it easier 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, 2026, through January 31, 2027. View and compare 2026 small business plan options at blueshieldca.com/employerplans



Who is eligible?

Independent brokers and active individual producers within an agency participating in Producer Rewards.*

You can earn

25 points	per new enrolled medical member on all 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, 2026, through January 31, 2027.
- An Achievers account is required to receive and redeem points
- Individual agency producers must maintain active status with participating agency to remain in the program
- Points must be redeemed within six months of the date the points were added to an Achievers account
- Bonus payments will be made quarterly, 120 days following the group effective date
- For new group sales, points are calculated using medical and/or dental, vision, life 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
- Brokers 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

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

