



BlueCross BlueShield
of Texas



2024 Individual & Family Markets General Agent Bonus Program

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

For more than 90 years, Blue Cross and Blue Shield of Texas has kept one goal at the forefront of everything we do — expanding access to quality, affordable health care. We recognize that our success is due, in part, to your hard work and dedication. We truly appreciate the commitment that you provide to our members and value the partnership throughout the years.



How it works

Our 2024 Individual & Family Markets Producer Bonus Program offers strong incentives for producers selling qualified health plans in the individual and family market.

It's a tiered schedule-based program based on your production level in each of our two participating plan states. To be eligible, sell a minimum of 500 new major medical qualified health plans with effective dates of January 1, 2024, through October 31, 2024, in one of our two participating plan states. The more you sell, the more you earn, at \$20 per contract* up to a maximum of \$500,000** in each of our two participating plan states.

Bonus Rates Per Level

BCBSTX Medical QHP Contracts* Sold	Bonus Rate	Up to
500+ contracts	\$20 per contract	\$500,000

Bonus Calculation Examples

$$\text{Agency 1} \quad 500 \text{ contracts}^* \times \$20 \text{ /contract} = \$10,000^{**}$$

$$\text{Agency 2} \quad 5,000 \text{ contracts}^* \times \$20 \text{ /contract} = \$100,000^{**}$$

$$\text{Agency 3} \quad 25,000 \text{ contracts}^* \times \$20 \text{ /contract} = \$500,000^{**}$$

* A contract is defined as a single health insurance policy in a specific participating plan state. For example, one contract may have five total members. For the purposes of this bonus, we are counting contracts, not members/lives. Contracts are not cumulative across participating plan states for bonus payout.

** The maximum payout per contracted GA is \$500,000 per participating plan state.



Questions?

This program is subject to the terms and conditions herein. For more information, please contact your BCBSTX Individual & Family Markets Producer Sales Consultant.

How the Bonuses Will Be Calculated

Payouts will factor in terminated plans after the first payment and include reconciliation between the two installment periods.

Example calculations:

Example 1

- First payout period January 1, 2024, through February 1, 2024, effective dates.
- Agency sold 500 new policies. Bonus payment will be 500 contracts * \$20 for a total of \$10,000.
- Second payout period February 2, 2024, through October 31, 2024, effective dates.
- Agency had additional sales of 350 policies, but 100 of the 500 policies sold in the first period cancelled for a cumulative total of 750 policies sold during the bonus period. Final/adjusted payment is now \$15,000.

Example 1	Sold	Terminated After First Payment	Net Total (Sold Minus Terminated After First Payment)	Bonus Rate	Final/Adjusted Payment
1st period	500	N/A	500	\$20	\$10,000
2nd period (lookback at all policies)	350	100	250	\$20	\$5,000
Total	850	100	750		\$15,000

Example 2

- First payout period January 1, 2024, through February 1, 2024, effective dates.
- Agency sold 500 new policies. Bonus payment will be 500 contracts * \$20 for a total of \$10,000.
- Second payout period February 2, 2024, through October 31, 2024, effective dates.
- Agency had additional sales of 350 policies, but 400 of the 500 policies sold in the first period cancelled for a cumulative total of 450 policies sold during the bonus period. The agency is now ineligible for the bonus, and the payout made in the first period (\$10,000) will be recouped.

Example 2	Sold	Terminated After First Payment	Net Total (Sold Minus Terminated After First Payment)	Bonus Rate	Final/Adjusted Payment
1st period	500	N/A	500	\$20	\$10,000
2nd period (lookback at all policies)	350	400	-50	\$0	\$0
Total	850	400	450		(\$10,000)

Terms and Conditions



Payout:

- The maximum payout per contracted GA is \$500,000 per participating plan state.
- The first installment shall cover qualifying contracts sold from January 1, 2024, through February 1, 2024.
- The second installment shall cover qualifying contracts sold from February 2, 2024, through October 31, 2024.
- The payout for the first installment (advance payment) of the bonus program, will be for the July 2024 cycle with an August 2024 payout.
- The payout for the second installment (net payment) of the bonus program, will be for the April 2025 cycle with a May 2025 payout.
- On the payout commission statement, the payout will be displayed as a separate line item in the bonus section of the statement.
- GAs must be contracted as a general agent with BCBSTX to participate. Bonuses are paid to contracted GAs only.
- Multiple Tax Identification Numbers may not be combined, and GAs with multiple locations in a state will be eligible for only one bonus payout per state.
- All bonus payments are subject to federal and state income tax reporting as well as withholding by the state of Texas (if applicable).



Eligibility:

- The minimum threshold for bonus eligibility is 500 contracts. A contract is defined as a single health insurance policy. For example, if one contract/policy has five total members, BCBSTX 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 January 1, 2024, through October 31, 2024, are eligible for this program.
- For the first installment (advance payment) of the bonus program, contracts/policies must remain active and in force for a minimum of 90 days from the effective date to be eligible. If a policy is sold and then terminates within 90 days of the effective date, the policy does not count toward the 500 policies needed to qualify for the bonus.
- For the second installment (net payment) of the bonus program, contracts sold from February 2, 2024, through October 31, 2024, must remain active as of October 31, 2024, and for a minimum of 90 days, to qualify for the bonus payout. Contracts/policies from the first installment (advance payment) must likewise remain active through October 31, 2024. The amount of any advance payment from the first installment, based on a contract/policy that did not remain active through October 31, 2024, will be deducted from the calculation and payment of the second installment (net payment).
- 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 GA of record for each eligible contract/policy must be registered with the Marketplace for plan year 2024 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.



Miscellaneous:

- This bonus program is in addition to (and separate from) all other BCBSTX bonus programs.
- BCBSTX reserves the right to recoup such overpayment from any compensation otherwise owed to the agency.
- The bonus program and these terms and conditions incorporate by reference, and are subject to, all terms and conditions contained in the producer agreement and any other written agreements by and between BCBSTX and producer.
- BCBSTX determines the issue dates of all policies and has sole discretion to determine production counts for this promotion.
- BCBSTX 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.
- BCBSTX reserves the right to terminate or modify this program at any time.
- GAs may decline to participate in this program by providing written notice to BCBSTX in accordance with the GA agreement, in addition to written notice to GA's designated BCBSTX representative.
- The payout dates of the bonus program may vary at BCBSTX's discretion.