



The “50/50” Retail Bonus Program

minimum **50** contracts, maximum **\$50K** bonus

Blue Cross and Blue Shield of Texas (BCBSTX) is excited to launch the “50/50” Retail Bonus Program with a tiered bonus schedule based on your production level.

To be eligible, sell a minimum of 50 new individual qualified health plan (QHP) contracts with **effective dates between Jan. 1, 2022 through Feb. 1, 2022**. The more you sell, the more you earn – up to \$100 per contract. It’s our way of saying thank you for all you do!

Bonus Amounts Based on Production

There are five bonus-per-contract amounts, depending on the total number of contracts sold. See the following page for all terms and conditions.

Bonus Rates and Payout Examples

BCBSTX Medical Retail QHP Contracts Sold*	Bonus Rate Per Contract
0-49 contracts	\$0
50-74 contracts	\$50 per contract
75-99 contracts	\$60 per contract
100-249 contracts	\$75 per contract
250-499 contracts	\$90 per contract
500+ contracts	\$100 per contract

Example # of Contracts	Example Total Award
40	\$0
60	\$3,000
80	\$4,800
200	\$15,000
400	\$36,000
600	\$50,000**

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

** The maximum award per contracted producer/agency is \$50,000.

For more information, please contact your BCBSTX Producer Sales Consultant.

Bonus Payout Information

- ✓ 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 award will be displayed as a separate line item in the bonus section of the statement.
- ✓ Bonuses are paid to appointed and contracted producers and agencies.
- ✓ Multiple Tax Identification Numbers (TINs) may not be combined.
- ✓ All bonus payments are subject to federal and state income tax reporting as well as withholding by BCBSTX (if applicable).

Terms & Conditions

- ✓ The “50/50” Retail Bonus Program is for new sales of major medical retail QHPs with effective dates of Jan. 1, 2022 through Feb. 1, 2022.
- ✓ Only new individual BCBSTX major medical QHPs qualify for the bonus program. Both on- and off-exchange plans as well as MyBlue Health HMO, Blue Advantage HMO and Blue Advantage Plus plans are eligible.
- ✓ The minimum threshold for bonus eligibility is 50 contracts.
- ✓ The maximum payout per contracted producer or agency is \$50,000.
- ✓ Contracts/policies must remain active and remain 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 qualify.
- ✓ 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.
- ✓ The premium for contracts/policies must be paid current to be eligible.
- ✓ Business submitted through a General Agent is eligible.
- ✓ The following are not eligible for this bonus program: renewals, ACA dental and supplemental dental and vision policies.
- ✓ BCBSTX determines the issue dates of all policies and will be solely responsible for determining production counts for this promotion.
- ✓ BCBSTX will be the final arbiter of any issues related to this bonus payout and reserves the right to make final judgments on what is a qualifying policy.
- ✓ BCBSTX reserves the right to terminate or modify this program at any time without notice.