

# Let the good times roll with extra cash from Small Group sales



Earn BIG when you enroll NEW Small Groups into health plans.

Florida Blue is extending the North Florida bonus for NEW Small Group sales. Satellite agencies can get \$15,000 or more for each new Small Group sold, headquartered in Leon and Duval counties.

- ✔ Groups must be NEW to Florida Blue and sold a Small Group product
- ✔ The group effective date must be between **January 1, 2024–March 31, 2024**
- ✔ Bonus is earned and calculated separately for each bonus period
- ✔ One-time bonus is payable at the time of a new sale
- ✔ Bonus tier is based on Small Group new sale contracts sold statewide
- ✔ Bonus includes all products and funding arrangements

Total number of new contracts sold per bonus period	Bonus per contract
1–25	\$75
26–50	\$200
51+	\$300



# Rules of Engagement

## Qualified sales and bonus eligibility

Make sure your agents know that this bonus program is for **new** Florida Blue Small Group sales with effective dates from January 1, 2024–March 31, 2024. Each new contract must meet all of the eligibility requirements below.

- Qualifying groups are covered with a Florida Blue Small Group product plan and have four or more contracts enrolled at the time of sale.
- To participate in this bonus program, an agency and all applicable selling agents must be licensed and appointed with Florida Blue and all affiliates offering Small Group products included in this program. Agency and Agents must also be so appointed at the time of new sale, and at the time of the bonus payment.
- All Appointed Agents, regardless of classification, and all Contracted General Agents (CGA) are eligible for this bonus program.
- Florida Health Care Plan Small Group products are included in the contract count.
- Only New Sales to Small Groups located in Leon and Duval counties will be payable for this bonus.
- New Sales are defined as any group where the group number has not been valid for 12 consecutive months; otherwise, the group is defined as a reinstate/reenroll.
- Business transferring from one product to another is not considered a new sale.
- Only contracts that become effective during the bonus period will be considered payable as a part of this bonus.
- This bonus will be based on eligible Small Group contracts payable through our compensation system for January 1, 2024–March 31, 2024.
- Per contract bonus payment will be paid monthly based on qualifying quarter to date bonus level achieved. Per contract bonus payment will be reconciled back to the first sale of the quarter each month during the bonus period.
- Bonus is calculated at the Satellite Office level for qualified new sales effective January 1, 2024–March 31, 2024. Bonus payment will be made one time per contract.
- COBRA employees are included in the contract count (4–50) and in the bonus calculation.
- This program is subject to all applicable contract/compensation terms and conditions.
- No advances will be paid for this program.
- Florida Blue reserves the right to modify or discontinue this program at any time.