



# In 2024, packaged contracts = extra \$\$\$!

It's the year of the bonus!

## Truli for Health packaging bonus!

New Small Group bonus opportunity! This bonus is for qualified packaged group sales with an effective date between January 1–December 31, 2024.

Sell or renew an existing Florida Blue or Truli for Health group to a packaged contract, with at least one employee enrolled in both a Truli and a Florida Blue product, and your agency can receive \$1,000!

**If an agency sells four packaged groups in a month, that's an extra \$4,000 in addition to regular commissions.**

### Rules of Engagement

- Florida Health Care Plans (FHCP) Small Group products are included in the contract count. However, a group must have both Truli and Florida Blue products to be eligible. Groups packaged with Truli and FHCP products only do not qualify for the bonus.
- Qualifying groups must have four or more contracts enrolled at the time of sale and include at least one employee enrolled with both a Florida Blue and a Truli product.
- To participate in this bonus program, an agency and all applicable selling agents must be licensed and appointed with Florida Blue and all affiliates (HOI, BCBSF, BHF, and FHCP) offering Small Group products.
- All Appointed Agents regardless of classification, and all Contracted General Agents (CGA) are eligible for this bonus program.
- 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.
- In the case of a renewal, there needs to be a net add of contracts. If a group renews with a transfer of members from a Florida Blue product to a Truli product, this is a product change with no additional members, and the group would not be eligible for the bonus.
- Business transferring from one product to another is not considered a new sale.
- Monthly bonus will be based on Small Groups in good standing payable through our compensation system for January 1–December 31, 2024 effective dates.
- If the group cancels at any time during the calendar year, the bonus paid will be subject to a full chargeback.
- Bonus payment will be paid monthly based on the number of qualifying groups.
- Bonus is calculated at the Satellite Office level for qualified new sales, and renewing groups adding new members into a packaged product.
- COBRA employees are included in the contact count (4–50), and in the bonus calculation.
- No advances will be paid for this program.
- Florida Blue reserves the right to modify or discontinue this program at any time.



Talk to your  
General Agent

Health insurance is offered by Florida Blue. HMO coverage is offered by Florida Blue HMO or Truli for Health, which are affiliates of Florida Blue. These companies are Independent Licensees of the Blue Cross and Blue Shield Association.

Florida Blue and Florida Blue HMO comply with applicable Federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability, or sex.

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