

Renewal Rewards Program



Earn rewards for your loyalty with the new Renewal Rewards program from Blue Shield. This incentive program rewards producers with 50 points for each new employee and dependent enrolled in a Tandem PPO or 100 points for enrollment in Virtual Blue.

Who is eligible?

Independent or individual brokers with an agency.

How to qualify for Renewal Rewards?

- Applicable for small groups (1-100 employees) with renewal dates as specified below.
- Producers must opt in by submitting a W9 form. If a broker is part of an agency, the parent agency must opt in first.
- Renewal submissions must be submitted through Small Group Online Renewal Tool using the same broker profile as the one that opted in. Any new Blue Shield member being enrolled at group renewal must be enrolled through Employer Connection.

How to earn points?

Tandem PPO

New members to plan

100

points per member

February 2023 - January 2024

Virtual Blue

New members to plan

100

points per member

March 2023 - January 2024

Specialty

Dental= 10 points

Vision= 5 points

Life= 5 points

Points per new enrolled member for Specialty upsell

February 2023 - January 2024

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Blue Shield of California is an independent member of the Blue Shield Association



Program rules

1. Bonus points will be applied upon enrolling a new Blue Shield member into a Tandem PPO plan and/or specialty upsell for groups renewing during the bonus period.
2. Online renewal is highly recommended for proper accumulation of points. However, paper renewals are also accepted.
3. The bonus program applies to off-exchange and mirror plan renewals only.
4. All point distributions are in addition to the standard commission structure currently in place and Direct Elite Rewards program bonus.
5. Brokers associated with general agents are eligible for the bonuses.
6. Points **must be redeemed within six months** of the date the points were distributed.
7. Bonus payments will be made in March 2024 for 2023 new sales and March 2025 for 2024 new sales. Points will continue to accumulate monthly.
8. Bonus payments will be paid through the Producer Rewards platform.
9. The broker at the time of bonus award must be the broker that submitted the renewal. Any changes to the broker of record after renewal will invalidate bonus points.
10. Any disputes over interpretation of these rules or point distribution will be resolved at the sole discretion of Blue Shield.
11. General Agents are out of scope for the Producer Rewards program.
12. A group is only eligible once per calendar year.
13. Blue Shield may amend or discontinue this program at any time.

Keep your business with us. Grow your business with us.

Contact your Blue Shield Representative to learn more about this and all our other reward programs.