

2010 Broker Bonus Program

We know you work hard to acquire and retain clients. And that hard work will be rewarded with the renewal or sale of group products. In addition to your commissions, numerous bonus opportunities exist with every client.

Bonus Plus Program

Your bonus begins with the sale of medical coverage and only gets better when you add other Blue-branded products or select ancillary products*. The concept is simple: Sell or renew group medical coverage to earn a bonus. Add another product to earn a second or "Plus One" bonus. Add two or more products to earn a "Plus Two" bonus.

Would you like to earn three bonuses for the sale of two products? Combine medical and dental coverage. Not only will you earn a stand-alone bonus for both medical and dental coverage, but the dental sale will also count as a "Plus One" in the Bonus Plus program.

Group Renewals					
Case Size	Medical Bonus	Dental Bonus	Medical "Plus One" Bonus	Medical "Plus Two" Bonus	Potential Bonus Total
2 to 9	n/a	n/a	n/a	n/a	n/a
10-25	\$220	\$25	\$25	\$35	\$280
26-75	\$825	\$75	\$75	\$125	\$1,025
76-150	\$2,200	\$200	\$200	\$300	\$2,700
151-250	\$3,300	\$300	\$300	\$450	\$4,050
251-500	\$4,400	\$400	\$400	\$600	\$5,400
501+	\$5,500	\$500	\$500	\$750	\$6,750

New Group Sales					
Case Size	Medical Bonus	Dental Bonus	Medical "Plus One" Bonus	Medical "Plus Two" Bonus	Potential Bonus Total
2 to 9	n/a	n/a	n/a	n/a	n/a
10-25	\$220	\$75	\$100	\$155	\$450
26-75	\$825	\$225	\$300	\$450	\$1,400
76-150	\$2,200	\$450	\$600	\$850	\$3,500
151-250	\$3,300	\$600	\$800	\$1,100	\$5,000
251-500	\$4,400	\$750	\$1,000	\$1,350	\$6,500
501+	\$5,500	\$900	\$1,200	\$1,600	\$8,000

Bonus Plus Examples

1. You Sell: Medical & Vision Coverage to 10-person group
You Receive: Medical Bonus & Plus One Bonus
2. You Sell: Medical, Vision & Life Coverage to a 10-person group
You Receive: Medical Bonus & Plus Two Bonus

Bonus Plus Examples with Dental

1. You Sell: Medical & Dental Coverage to 10-person group
You Receive: Medical Bonus, Dental Bonus & Plus One Bonus
2. You Sell: Medical, Dental & Vision Coverage to a 10-person group
You Receive: Medical Bonus, Dental Bonus & Plus Two Bonus

Bonuses for business sold/renewed with January-June effective dates will be paid in August 2010; bonuses for business sold/renewed with July-December effective dates will be paid in March 2011. The New Group Sales "Plus One" and "Plus Two" bonuses are paid only when no existing BCBST billed product is in place. New "select ancillary product" sales to existing BCBST billed groups will be paid based on the Group Renewals bonus structure.

* A medical sale is required to qualify for the Bonus Plus program and only applies to products billed by BlueCross BlueShield of Tennessee. Qualifying Bonus Plus program products include:

1. Blue-branded specialty products: DentalBlue, VisionBlue
2. Select ancillary products: USABLE Group or Voluntary Life, Symetra Group Life, Companion Group Life, Long-Term Disability and Short-Term Disability.

Ancillary Sales Lead to Bigger Commissions & Bonuses

Increase Your Commissions

Receive a 0.5% increase in medical commissions when you sell \$25,000 in group term life or equivalent specialty product premium. *DentalBlue and VisionBlue do not count toward “specialty product premium”.

Example Group Coverage	Premium	\$25K Life Premium or Equivalent GIS Product
Estimated monthly medical premium/employee	\$ 350	$\$0.35/\$25,000 = \$ 8.75$
Monthly Premium for 20 lives	\$ 7,000	\$ 175
Annualized Premium	\$84,000	\$2,100

Example Commission Percentage	Commission
Medical Commission (6% x \$84,000)	\$ 5,040
Bonus Commission (0.5% x \$84,000)	\$ 420
Life Commission (15% x \$2,100)	\$ 315
Total Commission Payable (Including AD&D)	\$ 5,775

USable Life Product/Premium & Persistency Bonuses

Available on Group Term Life, Short-Term Disability, Long-Term Disability, Voluntary Group Term Life, Voluntary Income Protection and Voluntary Long-term Disability.

Product Bonus \$50,000 minimum New Annualized Premium (NAP)	
Number of Products Sold	Bonus as % of NAP
4	1.5%
8	2.5%
12	3.0%
15	3.5%
18+	4.0%
OR	
Premium Bonus 2 product minimum to qualify	
NAP Sold	Bonus as % of NAP
\$250,000	1.5%
\$375,000	2.0%
\$500,000	2.5%
Persistency Bonus Must earn new business bonus to qualify	
Persistency Range	% of Premium Paid
92.00% - 94.99%	1.0%
95.00% - 98.99%	1.5%
99.00% - 100.00%	2.0%

- Effective dates for New Business Bonus are January 1, 2010 through December 31, 2010.
- Premium credit is 100% of New Annualized Premium (NAP) for each product line.
- Accidental Death and Dismemberment (AD&D) Voluntary AD&D, Dependent Life, Supplemental Life and Supplemental AD&D do not count as products, but are included in NAP.
- ASO, minimum premium and participating contacts are excluded from premium and product credits.
- Bonus program is paid at the agency level.
- If both the product and premium bonus are met, the higher bonus percentage will be awarded.
- Based on a calendar year bonus cycle.
- In force groups are defined as those groups that are active on December 31 of the prior year.
- Four (4) new coverage with \$50,000 in qualifying production.
- Four (4) cases and \$250,000 of premium in force.



BlueCross BlueShield of Tennessee
1 Cameron Hill Circle | Chattanooga, TN 37402
bcbst.com