



BlueCross BlueShield of Illinois

HOME RUN

NEW SALES
BONUS
PROGRAM



Earn a total bonus of up to \$9,000!



BlueCross BlueShield of Illinois

Opening Day: August 1, 2012

Game Duration: The bonus period runs from August 1, 2012, through October 31, 2012.

Contest Rules: Sales eligible for calculation of the New Sales Bonus include new BCBSIL Small Group-rated accounts (health plans with 2-150 enrolled employees) sold with effective dates from August 1, 2012, through October 15, 2012.

NEW SALES BONUS

By Hitting a...	You will earn a Bonus of...	Examples
Single: Sell a minimum 25-49 cards	\$1,000	\$1,000
Double: Sell 50-99 cards	\$1,500	\$1,000 + \$1,500 = \$2,500
Triple: Sell 100-250 cards	\$2,500	\$1,000 + \$1,500 + \$2,500 = \$5,000
Home Run: Sell 251+ cards	\$4,000	\$1,000 + \$1,500 + \$2,500 + \$4,000 = \$9,000

Rules of the Game

Blue Cross and Blue Shield of Illinois (BCBSIL) will initiate lump-sum payments to producers within 60 days after October 31, 2012. This Home Run Bonus Program is separate from all other BCBSIL producer bonus programs.

- The Home Run Bonus Program applies to new health plans with 2-150 enrolled employees. The New Sales employee count will be calculated based on the employee total at the time of sale. Health plans must be in force at the time of the bonus calculation.
- There is a two-group minimum that must be sold to obtain the bonus.
- Producers must be contracted with BCBSIL to participate. BCBSIL internal records will determine final qualification and payment of bonus awards. Multiple tax ID numbers may not be combined.
- If commissions are split on any groups, the same split ratio will be applied to any Home Run Bonus Program award.
- All payments made pursuant to bonus and recognition programs are subject to federal and state income tax reporting, as well as withholding by BCBSIL (if applicable). Any compensation paid under this Home Run Bonus Program will be disclosed to health plans who request Form 5500 reporting.

Please contact your BCBSIL representative with questions.

PLAY BALL!