



Blue Cross Blue Shield of Michigan & Blue Care Network

2018

Individual Medicare Advantage

2018 Annual Enrollment Period Incentive

You can earn an **additional \$28 more per enrollment** for new to Blue Individual Medicare Advantage CMS renewals during the annual enrollment period coverage effective date 1/1/2018.

Incentive Structure

Blue Cross Blue Shield of Michigan and Blue Care Network Product	Enrollment CMS Renewal Year 2 and beyond	ADDITIONAL BONUS Enrollment CMS Renewal Year 2 and beyond \$200 + \$28
Medicare Plus Blue (PPO) BCN Advantage (HMO) BCN Advantage (HMO-POS)	\$200	

Guidelines

The program will provide additional compensation as defined below:

1. BCBSM MA-PPO, BCN ADVANTAGE MA HMO & MA HMO-POS eligible products:
 - Medicare Plus Blue PPO Essential, Vitality, Signature & Assure
 - BCN Advantage HMO-POS Elements, Basic, Classic & Prestige
 - BCN Advantage HMO Connected Care, MyChoice, Healthy Saver, & Healthy Value

Excludes BC Medicare Supplement, My Blue Medigap and Prescription Drug Coverage (PDP)

Excludes existing members moving from BCNA to Medicare Advantage BCBSM or vice versa

2. **The program will apply to members enrolled for a January 2018 coverage effective date only.**
3. A new member must be Individual Medicare Advantage new to Blue business enrolling in a 2018 plan. The AEP new enrolled member must be CMS renewal year 2 and beyond.
4. The member must be confirmed (accreted) and accepted for enrollment (approved by CMS).
5. The member must remain enrolled for the first ninety (90) days after the effective date. The receipt of the member's full three month's premium must be received.
6. Agents must be licensed/certified to sell 2018 Individual Medicare Advantage with the Blues to receive the incentive for enrollments.
7. Producing agents must facilitate their members' enrollments to maintain agent of record status.
8. Each member is only eligible for a single incentive payout during any six month periods.
9. All current CMS and BCBSM and BCNA producing agent commission's guidelines apply.



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