

Blue Cross Blue Shield of Michigan & Blue Care Network Individual Medicare Advantage 2017 Incentive Program

You can earn an **additional \$43 more per enrollment** for new-to-Blue Individual Medicare Advantage CMS initial year 1 enrollment with coverage effective dates 2/1/2017 through 12/1/2017.

Incentive Structure

Blue Cross Blue Shield of Michigan and Blue Care Network Product	Enrollment CMS Initial Year 1	ADDITIONAL PAYOUT Enrollment CMS Initial Year 1 \$400 + \$43
Medicare Plus Blue (PPO) BCN Advantage (HMO) BCN Advantage (HMO- POS)	\$ 400	\$43

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 & HealthySaver

Excludes BCBSM Medicare Supplement, BCN My Blue Medigap, Medicare Advantage Private Fee for Service (PFFS), Medicare Advantage PPO Core, BCNA HMO-POS Core and Prescription Blue (PDP)

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

Excludes Legacy Medigap transition and Willis Towers Watson enrollments

2. **The program will apply to members enrolled for a February 2017 through December 2017 coverage effective date only.**
3. A new member must be Individual Medicare Advantage new-to-Blue business enrolling in a 2017 plan. The AEP new enrolled member must be CMS initial year 1.
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 2017 Individual Medicare Advantage with Blue Cross to receive the incentive for enrollments.
7. Producing agents must enroll active business under their own agent ID numbers. Rollups are not allowed.
8. Producing agents must facilitate their members' enrollments to maintain agent of record status.
9. Each member is only eligible for a single incentive payout during any six month periods.
10. Current CMS and BCBSM and BCNA producing agent commission's guidelines apply.



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