

# Brief Notes

News for  
Brokers and Consultants

August 18, 2008 Vol. 17 No. 575

3 Penn Plaza East, Newark, NJ 07105-2200

Applies to: Midsize market (51-499 employees)

## Horizon Blue Cross Blue Shield of New Jersey announces special midsize broker incentive program for October and November 2008\*

Horizon Blue Cross Blue Shield of New Jersey is pleased to announce a special incentive program for you, our valued broker, for October and November 2008.

Listed below are the incentive program qualifications that you must meet:

1. The new business must be effective with either an October or November 2008 date.
2. The case must have 51 to 499 eligible employees and must be new to Horizon BCBSNJ.
3. You must submit the notice-of-sale paperwork 15 business days in advance of the effective date.

*What you can earn ...*

For every case that qualifies, your firm receives:

- **51 to 99 eligible employees:** \$40 per enrolled subscriber beginning with the first enrolled subscriber.
- **100 to 250 eligible employees:** \$35 per enrolled subscriber beginning with the first enrolled subscriber.
- **251 to 400 eligible employees:** \$25 per enrolled subscriber beginning with the first enrolled subscriber.
- **401 to 499 eligible employees:** \$20 per enrolled subscriber beginning with the first enrolled subscriber.

There is no limit on the number of cases.

Bonus programs are offered in appreciation for placing business with Horizon BCBSNJ, but are not intended to encourage directing business in any manner that is not in the best interest of the consumer. We invite and encourage you to provide complete disclosure to your clients about how you are compensated for your services, including award programs like this.

Horizon BCBSNJ values the strong relationship with our broker community. Extending this special bonus plan to you, in addition to our standard commission schedule, is a way to express our appreciation for your support in making us a leader in the marketplace.

\* Does not apply to Horizon BCBSNJ small group conversions.



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