

POWER OF THREE

LEARN. RETAIN. SELL.

Learn • Retain • Sell

These are the three superpowers that can make you a heroic winner during Peak Season. Be inspired to use them all in the focused opportunities of the **Power of 3**.

Program Period: December 1, 2024 – January 1, 2025

Eligible Participants: This program is exclusively for invited Connecticut Brokers who are enrolled in the Anthem Producer Rewards program.



Earning Opportunity #1: **Learn**

Brokers will earn 50 Anthem Producer Rewards points for completing three (3) Anthem Balanced Funding learning activities. These quick courses can be accessed on the Anthem Producer Rewards platform and must be completed by February 28, 2025, to qualify for this **Power of 3 Learn** 50-point award.



Earning Opportunity #2: **Retain**

During each month of the program, Brokers who finish the month with 100% retention will earn 50 points per group retained. Important notes: groups that are non-renewed are out of scope, and groups **MUST** include Medical.



For example:

Broker A has 4 groups with an effective date of 10/1. If all 4 groups renew with Anthem during the same program month, Broker A would earn 200 points (4 groups x 50 points each). However, if only 3 of those groups renew with Anthem during the same program month, Broker A would earn 0 points.

3 Earning Opportunity #3: Sell



Points will be awarded for each Small Group NEW sale you make throughout the program period as follows:

Small Group Product	Anthem Producer Rewards Points Earned per NEW Contract
ACA to ABF Conversions	20 points
New ABF Sales	20 points

Point Payouts:

Power of 3 point earnings for NEW sales will be paid out monthly, and the 50-point Learn activity payout will be made after all three (3) designated ABF learning courses have been successfully completed.

All points you earn in **Power of 3** will be automatically deposited into your personal Anthem Producer Rewards account. Once deposited, you may redeem or save your points as you desire.

Point Redemption:

Points earned may be redeemed in the Anthem Producer Rewards Marketplaces for the reward(s) of your choice. Electronics, fashions, housewares, toys, sporting goods, jewelry, fitness gear, tools... there are hundreds of thousands of merchandise options alone. But that's not all! Points are also redeemable for event tickets, memory-making experiences, do-it-yourself travel getaways, culinary adventures, personal enrichment, lessons, classes... almost anything you can imagine.

