

It's a win-win-win!



Skyrocket your earning potential with **NEW** monthly bonuses

Florida Blue 
Your Health Solutions Partner

With improved value and even lower prices, earning a bonus selling Small Group plans is easier than ever!

That's why we're extending our bonus for plans with effective dates
January 1, 2024–March 31, 2024.



Improved, easy-to-sell plans

We're making health coverage more affordable than ever with the lowest prices in 40+ counties!



Lower cost, higher value

With simple ways to deliver care to members and an expanded wellness platform, Florida Blue Small Group plans are even easier to sell.



Monthly, per-contract bonuses

Agencies can get up to \$150 for each new Small Group contract. Bonus includes all products and funding arrangements.

Our lower cost and higher value is the perfect formula for your success!



TOTAL NUMBER OF NEW CONTRACTS SOLD PER BONUS PERIOD

1–25
26–50
51+



BONUS PER CONTRACT

\$50
\$100
\$150



Here's an example of how to increase your earning potential

10  × 20 
SMALL GROUPS CONTRACTS



200
NEW CONTRACTS SOLD



\$150
ADDITIONAL BONUS



POTENTIAL
BONUS MONEY:



\$30K

Qualified sales and bonus eligibility

Make sure your agents know that this bonus program is for NEW Small Group sales with effective dates from **January 1, 2024–March 31, 2024**. Each new contract must meet all of the eligibility requirements below in the Rules of Engagement.



Questions? Talk to your general agent.

Rules of Engagement

- Business transferring from one product to another is not considered a new sale.
- Qualifying groups are covered with a Florida Blue Small Group product plan and have four or more contracts enrolled at the time of sale.
- Small Group sales for groups headquartered in Miami-Dade, Broward, Palm Beach, Hillsborough, Pinellas, Pasco, Manatee, Lee, Orange, Polk, Seminole, Leon, and Duval counties will count towards tier attainment but will not be payable under this program. Contracts are payable under the separate South Florida, West Florida, Central Florida, and North Florida Small Group new sale bonus program.
- All Appointed Agents regardless of classification and all Contracted General Agents (CGA) are eligible for this bonus program.
- Florida Health Care Plan Small Group products are included in the contract count.
- New sales are defined as any group where the group number has not been valid for 12 consecutive months; otherwise, the group is defined as a reinstate/re-enroll.
- This bonus will be based on eligible Small Group contracts payable through our compensation system for January 1, 2024–March 31, 2024.
- Only contracts that become effective during the bonus period will be considered payable as a part of this bonus.
- Per contract bonus payment will be paid monthly based on qualifying quarter-to-date bonus level achieved. Per contract bonus payment will be reconciled quarter-to-date each month.
- Bonus is calculated at the Satellite Office level for qualified new sales effective January 1, 2024–March 31, 2024.
- Bonus payment will be made one time per contract.
- COBRA employees are included in the contact count (4–50) and in the bonus calculation.
- In order to participate in this program, an agency must be licensed and appointed with Florida Blue at the time of new sale and at the time of bonus payment.
- This program is subject to all applicable contract/compensation terms and conditions.
- No advances will be paid for this program.
- To participate in this bonus program, an agency and all applicable selling agents must be licensed and appointed with Florida Blue and all affiliates offering Small Group products included in this program. Agency and Agents must also be so appointed at the time of new sales, and at the time of the bonus payment.
- Florida Blue reserves the right to modify or discontinue this program at any time.