

Group & Individual Marketing News Bulletin



**BlueCross BlueShield
of South Carolina**

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ARCHIVES

You may access marketing bulletins from 2001 to present in the "I Am An Agent" portion of our Web site, www.SouthCarolinaBlues.com.

NEW ADDRESS?

If your contact information changes, including e-mail address or fax number, please e-mail us your updated information to grpandindv@bcssc.com.

ORDER SUPPLIES

To order BlueCross supplies on COIN, visit our Web site at www.SouthCarolinaBlues.com, and select *I Am An Agent*. Then, select "Order Supplies" under *Resources*.

QUESTIONS?

Contact your marketing representative if you have questions.

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Bonus Bucks Bonanza Contest

We are pleased to provide agents the potential for IMMEDIATE rewards with our all new Bonus Bucks Bonanza Contest! Contract submissions with effective dates beginning March 1, 2008, and ending June 15, 2008, will qualify agents for cash bonuses for group and individual contracts they sell with the Group & Individual division!

For more detailed contest information, please refer to the attached flier.

If you have any questions, please contact your marketing representative.



BONUS BUCKS BONANZA!

March 1st to June 15th, 2008

Sell Big — Win Big during the 2008 Group & Individual sales contest!

Group

Bonuses paid when each of the following cumulative group health contract tiers are met:

SELL	WIN	
Contract Tier	Bonus Paid per Contract Tier	Cumulative Bonus Amount
20	\$1,000	\$1,000
40	\$1,250	\$2,250
60	\$1,500	\$3,750
80	\$1,750	\$5,500
100	\$2,500	\$8,000
125	\$3,000	\$11,000

Total Available Group Bonus \$11,000

Group contest applies only to Preferred BlueSM groups fully insured with 2-50 contracts sold through the Group and Individual division. A sale will count for contest purposes when underwriting approves applications with effective dates between March 1, 2008, and June 15, 2008, and when we receive the first month's premium. Only employees who sign up during initial enrollment will count toward the contest. Add-ons will not be included. If a group contract terminates within 12 months of the original effective date, there will be a charge back based on how the termination affects the cumulative contract tier bonus structure.

If the contest is over, the charge back will be recovered from regular monthly commissions. Payments for contest winnings are one-time payments and will be made monthly, after the commissions cycle. Each month we will send listings of the qualified sales with the bonus payments. We pay the bonus using the same method as regular commissions, but as a separate payment (i.e., if we assign your commissions to the agency, we will send the payment to the agency for disbursement).

Individual

Bonuses paid at the end of the contest retroactive to the first application:

SELL	WIN
Contracts Sold	Per Application Bonus
<3	0
3-5	\$100
6-8	\$125
9-11	\$150
12-14	\$175
15-17	\$200
>18	\$225

Total Available Individual Bonus \$9,000

Individual contest applies to all Personal Blue, Medicare Advantage (PFFS, PPO), and Medicare Supplement applications submitted with effective dates between March 1, 2008, and June 15, 2008, and still active at the end of the contest. Payments for Individual contest winnings will be made at the end of the contest and will be retroactive to the first application. If an individual contract terminates within six months of the original effective date, there will be a charge back based on how the termination affects the contract tier bonus structure.

If the contest is over, the charge back will be recovered from regular monthly commissions. We pay the bonus using the same method as regular commissions, but as a separate payment (i.e., if we assign your commissions to the agency, we will send the payment to the agency for disbursement).