

# Group & Individual Marketing News Bulletin



**BlueCross BlueShield  
of South Carolina**

An Independent Licensee of the Blue Cross and Blue Shield Association  
®Registered Marks of the Blue Cross and Blue Shield Association,  
an Association of Independent Blue Cross and Blue Shield Plans.



## ARCHIVES

You may access marketing bulletins from 2001 to present in the "I Am An Agent" portion of our Web site, [www.SouthCarolinaBlues.com](http://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@bcbssc.com](mailto:grpandindv@bcbssc.com).

## ORDER SUPPLIES

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

## QUESTIONS?

Contact your marketing representative if you have questions.

May 21, 2008

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## Spectrum SuperBucks Contest

We are excited about the new Blue Spectrum<sup>SM</sup> and are pleased to provide agents rewards for sales of our new Blue Spectrum product line! Eligible products include the "all-new" products introduced in June 2008 and those that will be introduced in October 2008 — Business Blue<sup>SM</sup> Secure, Business Blue<sup>SM</sup> Basic and the future new options available under Business True Blue<sup>SM</sup>. Effective dates for the new business must be between July 1, 2008, and January 15, 2009, provided the first month's premium is received.

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

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

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<sup>SM</sup> Service marks of the Blue Cross and Blue Shield Association

# Sell Big. Earn Big.



## Spectrum Superbucks '08!

July 1, 2008, to January 15, 2009

A minimum of 10 percent of all new contracts sold must be one of our new Blue Spectrum<sup>SM</sup> products in order to win bonus monies.

Sell	Win	Earn
Contract Lives	Bonus Paid	Total Amount
20	\$1,000	\$1,000
40	\$1,250	\$2,250
60	\$1,500	\$3,750
80	\$1,750	\$5,500
100	\$2,000	\$7,500
125	\$2,500	\$10,000
150	\$3,000	\$13,000
175	\$3,000	\$16,000
200	\$3,000	\$19,000*

This contest applies only to fully-insured groups that purchase products offered through the Group & Individual division of BlueCross BlueShield of South Carolina. In counting total contracts sold, we will include all groups of 2-99 contracts approved for effective dates between July 1, 2008, and January 15, 2009, if we receive the first month's premium. We will count only employees who sign up during initial enrollment. Add-ons will not be included.

**To qualify for this bonus, a producer must sell a minimum of 10 percent of new contracts from our new Blue Spectrum product line. Eligible products include the "all-new" products introduced in June and October 2008, specifically Business Blue<sup>SM</sup> Secure, Business Blue<sup>SM</sup> Basic, and the new options available under Business True Blue<sup>SM</sup>. In the event a producer's sales do not include a minimum of 10 percent of contracts under these specified new products, no bonus will be paid.**

Payments for contest winnings will be calculated and paid twice, as lump sum payments separate from regular cycle commissions. Bonuses will be calculated after the first three months of the contest based on sales for only those months. Bonuses will be calculated a second time, at the end of the contest, based on sales for the entire contest period. Producers may earn bonuses for sales by meeting the 10 percent requirement for either the first qualifying period or for the entire contest.

If a group contract terminates within 12 months of the original effective date, a producer's total bonus will be re-calculated. If the contest has concluded, producers will be subject to a charge back deducted from regular monthly commissions. Once a producer hits a qualifying tier, we will send monthly updates on sales performance. We will 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).

\* Maximum contest payout is \$19,000.