

# Group & Individual Marketing News Bulletin



South Carolina

BlueCross BlueShield of South Carolina  
is an independent licensee of the  
Blue Cross and Blue Shield Association



## 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@bcssc.com](mailto:grpandindv@bcssc.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 at 1-800-288-2227 ext. 42328 if you have questions.

May 13, 2009

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## Summer SuperBucks '09

***Sell More. Earn More.***

We are excited to announce the next phase of the Blue Spectrum<sup>SM</sup> SuperBucks Contest! Eligible products include the new products introduced in 2008 — Business Blue<sup>SM</sup> Secure, Business Blue<sup>SM</sup> Basic, Business Blue<sup>SM</sup> HDHRA and the Business True Blue<sup>SM</sup> Value Plans. Effective dates for the new sales must be between June 1, 2009, and September 15, 2009, provided the first month's premium is received.

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

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

# Sell More. Earn More.

Effective June 1 to September 15, 2009

Announcing the  
Summer Superbucks '09  
Blue Spectrum<sup>SM</sup>  
Group Sales Contest!

<b>SELL</b>	<b>WIN</b>	<b>EARN</b>
<b>Contract Lives</b>	<b>Bonus Paid</b>	<b>Total Amount</b>
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
<b>All Additional</b>	<b>\$75/contract up to \$3,750</b>	<b>Up to \$11,250*</b>

**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 OR sell 80 contracts and receive the bonus automatically.**

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 June 1, 2009, and September 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 Business Blue<sup>SM</sup> Secure, Business Blue<sup>SM</sup> Basic, Business Blue<sup>SM</sup> HDHRA and the new Business True Blue<sup>SM</sup> Value Plans. 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 with the following exception: if a producer sells 80 contracts, they automatically qualify for the bonus per the schedule.

Payments for contest winnings will be calculated and paid once as a lump sum payment separate from regular cycle commissions.

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).



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\*Maximum contest payout is \$11,250 per agent.