



CareFirst Sales Flash

CareFirst 
Family of health care plans

*For Distribution to Brokers/General Producers/Full-Service Producers Only
(Not intended for distribution to Groups and Members)*

Date: August 1, 2017

Market: 2-50

September – December 2017 New Business Bonus

As part of our ongoing commitment to ensure competitive compensation for growth, CareFirst BlueCross BlueShield and CareFirst BlueChoice (CareFirst) are pleased to announce an additional incentive bonus of \$100 for all new small group (2-50) contracts that brokers bring to CareFirst.

Brokers currently receive a bonus of \$100 for all new CareFirst small group contracts. With the new September – December 2017 incentive bonus of \$100, brokers now have the opportunity to earn a total bonus of \$200 for each new contract. This incentive bonus is effective September 1 through December 31, 2017.

CareFirst will continue to focus on increasing rewards for new sales and retention to place more value on net growth across the entire CareFirst product portfolio.

Should you have any questions, please contact your broker sales representative.



C. Shekar Subramaniam
Vice President, Sales
Small Medium SBU