



HIGHMARK SENIOR MARKETS



Take a Shot and Score with Highmark's **NEW** Medigap Madness Contest!

Details:

What: Medigap Madness Incentive

Where: Medigap enrollments for West Virginia and Delaware Medicare beneficiaries

When: April 1 - September 1, 2019 effective dates

Who: Highmark agents selling in West Virginia and/or Delaware

To view incentive details, click [here](#).

For additional information, please review Highmark's 2019 Medigap Madness Incentive Guidelines by clicking [here](#).

As a reminder, Medigap kits are available for order on ShopPRO, accessed through the [Producer Portal](#).

Take a shot and score with Highmark's...



MEDIGAP MADNESS

CONTEST DETAILS

What: Medigap Madness Incentive

Where: Medigap enrollments for West Virginia and Delaware Medicare beneficiaries

When: April 1 – September 1, 2019 effective dates

Who: Highmark Agents selling in West Virginia and/or Delaware

Incentive Details*: Contest production tiers are outlined below.

Starting Four
4 Enrollments
\$150 Incentive

Lucky Seven
7-9 Enrollments
\$25 per application

Super Ten
10-14 Enrollments
\$40 per application

Elite Fifteen
15-19 Enrollments
\$50 per application

Final Twenty
20-49 Enrollments
\$75 per application

**See "Highmark 2019 Medigap Madness Incentive Guidelines" for additional details.*

Champion's Fifty
50+ Enrollments
\$100 per application

Highmark 2019 Medigap Madness Incentive Guidelines

A. CALCULATION OF ADMINISTRATIVE FEE

The Medigap Madness Incentive (“Incentive”) outlined within this document, is applicable to Medicare Supplement (Medigap) policies sold to individuals located within Highmark’s defined service area in Delaware and West Virginia, with an enrollment effective date between April 1, 2019 and September 1, 2019. The Payments are subject to the rules set forth below as well as the terms of the Highmark Producer Agreement.

The Medigap Madness Incentive is earned upon Highmark’s receipt of enrollment application and confirmed enrollments according to the following payment schedule and the rules set forth below. Guaranteed Issue and Medically Underwritten applications will be considered towards calculation of the production requirements.

| Key Dates | |
|--------------------|---|
| April 1, 2019 | First enrollment effective date for contest eligibility |
| September 1, 2019 | Final enrollment effective date for contest eligibility |
| September 15, 2019 | Initial payment calculations will be complete for incentive |
| September 30, 2019 | Incentive will be paid based on acquired level (included on commission statement) |

B. QUALIFICATIONS FOR INCENTIVE

To be eligible for participation and to receive payment for the Incentive, agent must meet production requirements as outlined below. Comprehensive enrollment totals during contest length will be considered towards production tier determination.

| | Starting 4 | Lucky 7 | Super 10 | Elite 15 | Final 20 | Champion's 50 |
|-----------------------------------|-------------------|----------------|-----------------|-----------------|-----------------|----------------------|
| Enrollments during contest period | 4-6 | 7-9 | 10-14 | 15-19 | 20-49 | 50+ |
| Incentive paid per agent | \$150 Flat | \$25/app | \$40/app | \$50/app | \$75/app | \$100/app |

C. PAYMENT CRITERIA

1. Medigap Madness Incentive will be paid per the attained level as explained above.
2. Only “New to Highmark” enrollments will be counted towards the attained level and incentive determination. “New to Highmark” is defined as a beneficiary without prior Medicare Supplement coverage through Highmark. Beneficiaries

Highmark 2019 Medigap Madness Incentive Guidelines

who were previously enrolled in a Highmark Medicare Supplement plan, with a break in coverage, are considered “New to Highmark.”

3. Eligibility for the Incentive payment is based on the total confirmed enrollments with effective dates between and including April 1, 2019 and September 1, 2019.
4. Guaranteed Issue and Medically Underwritten applications will be considered towards calculation of the production requirements.

D. PAYMENT RULES

1. To be eligible for participation and to receive payment for the Medigap Madness Contest, agents must be in good standing with Highmark. This includes but is not limited to, an active license, appointed to market and sell Highmark Medicare products (as applicable by state), and not currently in a Corrective Action Plan (CAP) or suspension assigned by Highmark.
2. The agent agrees in the event that any Incentive payment is unearned or paid in error, the agent will be charged back for the portion of the Incentive that is unearned or paid in error.
3. The agent agrees not to make any payments to new members or potential enrollees in connection with or pursuant to this Agreement.
4. Only Highmark designated agents are entitled to the Medigap Madness Incentive.
5. Incentive payments will be included as an additional payment line on the bi-monthly commission statement.
6. Payment will be made to the agent’s FMO, GA, or directly on or before September 30, 2019, however commission payments are usually made.