

ANTHEM BALANCED FUNDING WINTER MOMENTUM PROGRAM



SELLING ANTHEM BALANCE FUNDING (ABF) WITH OUR WINTER MOMENTUM PROGRAM WILL **GET YOU ROLLING** IN THE RIGHT DIRECTION!

1 We're rolling back the rates...

Did you receive an ABF quote for a December 1, 2018 small group? If so, great news! You can now have up to 3% off the rates. Please contact your account manager as soon as possible to discuss the specific eligible group(s) and their new rates.

2 ... and widening the circle.

Thank you! We listened to your recommendations regarding the Anthem Balanced Funding group eligibility requirements. Now even more groups will be eligible for our ABF product. We will be sending out additional quotes for those groups that meet the new expanded criteria, so be on the lookout for the new ABF additional quotes over the next several days. Of course, if you need rates sooner for a priority group, please call your account manager.

3 Plus, busting out a bonus just for you!

Our new Small Group Winter ABF Bonus Program can earn you a one-time bonus of **\$2,000**. That's \$2,000 to start your holiday season off right! Here's how:

- Sell one new ABF-eligible group with 10 to 50 enrolled contracts, or
- Sell two new eligible groups with a combined total of 10 or more enrolled contracts.
- These groups must have a December 1, 2018 or January 1, 2019 effective date.
- Applies to first-time ABF sales by Anthem appointed brokers.
- This is in addition to the current bonus program.

▶▶ **GO! CONTACT YOUR ANTHEM SALES REPRESENTATIVE TODAY AND GET GOING!**

This program supplements and amends our existing 2018 bonus program and is being offered consistent with the terms of our current compensation arrangements for producers and agents. Anthem reserves the right to make all rules and determinations regarding this broker bonus program and may modify or eliminate this program at any time without notice.

Anthem will report all compensation paid to the broker where required by federal and state law and regulation.

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