

InnovaSM, EngageSM and ActivateSM

Jump Start Sales Bonus Program, 2007-2008

Putting health in their hands puts a little something extra in your pocket.

Creating a healthier community: That's no small feat. But with the resources available with Innova, Engage and Activate, your clients can make health a priority—and, more importantly, make that priority a reality. That's why we are so excited to offer these new, self-managed plans. We're spreading the word and telling everyone how Innova, Engage and Activate can help them take charge of their health and our community's health care costs. You're an important part of that vision, and we want to recognize your role in its success.

By selling Innova, Engage and Activate, you have the opportunity to earn a Jump Start Sales Bonus. For qualifying new or renewing groups that elect an Innova, Engage or Activate plan, we'll say thank you for your effort with a little something extra—but the ultimate reward for everyone is a healthier community.

> How It Works

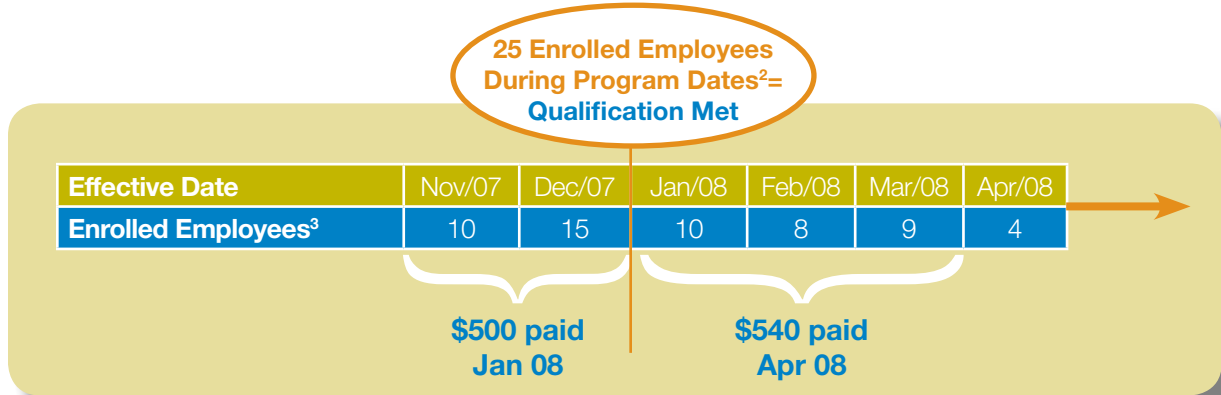
1. Regence will pay qualifying agents for each Innova, Engage and Activate group sold or renewed with an effective date of Nov. 1, 2007, through Dec. 31, 2008. You qualify for this program by selling a minimum of 25 Innova, Engage and/or Activate enrolled employees during the program period.
2. Once the qualification is met, Regence will issue a payment for each qualifying group based on the employees enrolled as of the end of the month from the group's effective date.
3. This is a one-time payment of \$20 per enrolled employee (capped at \$20,000 per group) based upon initial group enrollment only. See Fig. 1.1 for a payment example.
4. Payments are made quarterly: November and December 2007 will be paid in January 2008; January – March 2008 will be paid in April 2008; April – June 2008 will be paid in July 2008; July – September 2008 will be paid in October 2008; and October – December 2008 will be paid in January 2009.



> Example

A new group of 10 enrolled employees with an effective date of Nov. 1, 2007, is sold an Innova group product. An existing group of 15 with a renewal date of Dec. 1, 2007, is sold an Engage group product. In January 2008, you will earn \$500 with this program.

Fig. 1.1 Jump Start Bonus¹ Payment Example



¹ Bonus is a one-time payment based upon initial group enrollment only

² Program Dates are Nov. 1, 2007—Dec 31, 2008

³ Employees enrolled on Group Effective Date

> Program Rules & Disclosure

- This program applies to new or renewing groups with an Innova or Engage plan for effective dates of Nov. 1, 2007, through Dec. 31, 2008, or an Activate plan for effective dates of Aug. 1, 2008, through Dec. 31, 2008.
- It excludes employees enrolled on all other Regence products; it also excludes dependents.
- This program is based on a per-group, per-enrolled-employee basis.
- Minimum qualification applies. See “How it Works,” above.
- Payment is issued once for each qualifying group. It will be issued after the qualification is met and is retroactive to the first group qualified during the program period. Payment is capped at \$20,000 per group.
- An enrolled employee is determined based on Innova, Engage and Activate enrollment data recorded in our system on the last business day of the group’s effective month.
- Payment will not be adjusted for enrollment received after the end of the month from the group’s effective month.
- Payment will be reported on Schedule A (Form 5500) to applicable groups.
- The term “broker” or “agent” refers to a company employing one or more producers, or a producer under direct contract, who is appointed to sell Regence products.
- Groups enrolling on a fee-based arrangement (consultants paid by the group) are not eligible for this program.
- We may, at any time, amend these rules.

Disclosure

Regence provides this disclosure statement on our Web site as well as in various group and member materials and forms: *If you have a broker or agent, they may receive bonuses, commissions, administrative service fees, or other compensation, including non-cash compensation, from Regence BlueCross BlueShield of Utah. Incentives may be based on any of several factors, including the size of group business, the products you buy, your broker or agent’s volume of business with Regence and the other services your agent or broker provides to you. These incentives may have a direct or indirect impact on your rates. For more information, please contact your broker or agent.*



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