



Fall Into Cash Incentive

Aug. 1, 2022 – Oct. 31, 2022

[Register](#)



A new season of opportunity is here!

Fall is a time of change, so be ready to help meet your clients' health coverage needs! Earn for select product applications submitted Aug. 1, 2022 – Oct. 31, 2022 (issued by Nov. 15, 2022). Submit and have issued a minimum of 15 eligible applications for the "Fall Into Cash" incentive. Once you qualify, your bonus counts all the way back to the first eligible app. See complete rules & details below.

Eligible "core" products	Bonus
TriTerm Medical (TTM) (Copay Select Max, Plan 80 Max, Plan 100 Max)	\$300
TriTerm Medical (TTM) (Value and Hospital & Surgical)	\$200
Health ProtectorGuard (HPG) ("non-Guard" plans)	\$70
Short Term Medical (STM) (12 month term) ¹	\$70
Short Term Medical (STM) (6-11 month term) ²	\$50
Hospital SafeGuard G.I. (HSGGI)	\$70

Eligible ancillary products	Bonus
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Accident ExpenseGuard, ProGuard & ProGap	\$50
HPG Guard	\$50
Critical Illness	\$50
Hospital Guard G.I	\$25
New Benefits ³	\$25

¹Term length must be a minimum of 12 months (or 360 days for Short Term Medical Plan "A"s) to be eligible, or 11 months in SC only. ² 6-11 months equates to a minimum of 180 days (in states where available) but less than 360 days. ³ New Benefits and UnitedHealthcare are not affiliated and each entity is responsible for its own contractual and financial obligations. New Benefits is not an insurance product

Examples on how to earn:

Example 1: Well-rounded, longest term-length	Example 2: Health with fixed benefits & virtual care	Example 3: Filling coverage gaps						
TTM Copay Select Max + HPG Guard + Critical Illness <table border="1" style="float: right;"> <tr> <td>Potential Bonus</td> </tr> <tr> <td>\$400</td> </tr> </table>	Potential Bonus	\$400	STM (12 mo) + Critical Illness + Hospital Guard G. I. <table border="1" style="float: right;"> <tr> <td>Potential Bonus</td> </tr> <tr> <td>\$170</td> </tr> </table> + New Benefits	Potential Bonus	\$170	Accident ProGap + New Benefits <table border="1" style="float: right;"> <tr> <td>Potential Bonus</td> </tr> <tr> <td>\$75</td> </tr> </table>	Potential Bonus	\$75
Potential Bonus								
\$400								
Potential Bonus								
\$170								
Potential Bonus								
\$75								
Strong product package that offers: <ul style="list-style-type: none"> • Health coverage for up to nearly 3 years • Help with cost of care via fixed benefits (which includes virtual visits & Rx discounts) • Added layer of protection in the event of a critical illness 	Solid protection during a critical time: <ul style="list-style-type: none"> • Health coverage for 12 mo. • Help with costs if hospitalization happens with fixed benefits • Added layer of protection in the event of a critical illness • Ease of access to 24/7 virtual Dr. visits, plus additional discounts 	Designed for those with a health plan to help with out-of-pocket costs and filling other gaps: <ul style="list-style-type: none"> • Coverage for accidents, critical illness plus hospital admission all rolled into one plan • Easy access to virtual care 24/7, plus additional discounts 						

Register Today

Product availability and designs vary by state. Check E-Store for product availability by state.

INCENTIVE PROGRAM RULES:

1. To be eligible, the following requirements and conditions must be met and registration for this incentive is an acknowledgement and agreement to of all terms.
2. To be initially eligible for this incentive, you must be registered for the "Fall Into Cash" incentive.
3. Eligible product applications are those submitted online from August 1, 2022 through October 31, 2022 and are for the following eligible products: TriTerm Medical (all plans), Short Term Medical (all plans with term lengths of 6 months or greater), Health ProtectorGuard, Hospital SafeGuard G.I., HPG Guard plans, Accident ExpenseGuard, Accident ProGuard, Accident ProGap, Critical Illness, Hospital Guard G.I., and New Benefits. All other products, and optional benefit riders do not count toward this bonus opportunity.

4. Applications that meet the following criteria will apply toward the incentive: (a) applications from one of the eligible "core" products, or any eligible ancillary application from the list above; (b) Submitted between Aug. 1, 2022 – Oct. 31, 2022, and issued by Nov. 15, 2022; (c) with a "paid to" date past the effective date; and (d) an effective date no later than Dec. 1, 2022 (e) meeting any other stated criteria to be eligible (e.g. baselines).
5. Baseline: To meet eligibility, the registered broker must submit and have issued at least 15 eligible product applications (any combination). When the minimum baseline number of qualified applications (submitted & issued) is met the bonus will pay starting with the first eligible application.
6. All eligible plans must be in force for a minimum of three months (90 days) after the effective date to count as "issued." Coverage must be in force with premium payment current at the time of the incentive payout to be included.
7. Incentive will be paid over a series of rolling months and will not exceed five payouts. This schedule is designed to eliminate chargebacks and ensure proper payment on qualified plans. The "Fall Into Cash" incentive monthly payout will begin in November 2022 and run through February 2023. Incentive payout only begins when the required incentive eligibility is met. Any broker registered for this incentive must have an active contract with Golden Rule Insurance Company and be in good standing at the time of payout to receive earned incentive.
8. Bonus follows the Assignment of Commission Form you have on file at the time the application is received, for each qualifying application.
9. These bonuses will be subject to a managing broker commission split, if applicable. Otherwise, applications cannot be split between brokers.
10. Bonuses are paid per broker, based on his or her personal production.
11. Qualification is based on production as broker of record.
12. Any separate applications of family members for the same product type count as only one application for this contest.
13. Bonus is paid as described above.
14. Golden Rule Insurance Company reserves the right to make final judgment on contest qualifiers, modify terms or end this contest at any time without prior notification. Coverage that is withdrawn or does not meet the terms listed in these rules will not count toward the baseline and/or contest bonus.
15. Any required disclosures to broker's clients are broker's sole responsibility. A bonus is considered indirect compensation and will be reported as appropriate under the Consolidated Appropriations Act, 2021.
16. This contest is intended for the original recipient of this email only. NPN:
17. Select Key and FMO contracted agencies may not be eligible.
18. Bonus is taxable income and will be reported on an IRS MISC 1099.



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