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Pump it up with EFT!

May 1, 2023 – July 31, 2023

[Register now](#)



Build a stronger block of business and build your bonus. Sounds like a win-win!

Pump-up your business' persistency with a winning portfolio of UnitedHealthcare-branded products underwritten by Golden Rule Ins. Co. written with EFT as the payment method. EFT payment method, has shown to stay on the books longer meaning steadier commissions and clients that are confidently covered.

With a **minimum of 10** eligible product applications, any combination, submitted **May 1, 2023 – July 31, 2023, issued by August 15, 2023, you can make more in addition to your standard commission!** Once you qualify, your bonus counts all the way back to the first eligible app. See complete rules & details below.

Eligible Products Underwritten by Golden Rule Insurance Co.	Bonus (EFT payment)	Bonus (non-EFT payment)
"Core"/ Medical		

TriTerm Medical Plans (TTM): Copay, Plan 80, Plan 100	\$500	\$250
TriTerm Medical Plans (TTM): Value, Hospital & Surgical	\$300	\$150
Short Term Medical (STM) (min. 12-month term ¹)	\$100	-
Short Term Medical (STM) (6-11 mo. Term ²)	\$75	-
Health ProtectorGuard (HPG) ("non-Guard" plans)	\$150	\$50
Hospital SafeGuard G.I. (HSGGI)	\$100	\$30
Supplemental Ancillary		
Accident ExpenseGuard, ProGuard & ProGap	\$75	-
HPG Guard	\$75	-
Hospital Guard G.I. (HGGI)	\$50	-
Critical Illness	\$50	-
Dental (all plans)	\$50	-
HealthiestYou ^{®3} or New Benefits [®] (telehealth)	\$30	-

¹ Term 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 Standalone product only; product added as an optional benefit does not count toward incentive.

HealthiestYou by Teladoc, New Benefits and UnitedHealthcare are not affiliated and each entity is responsible for its own contractual and financial obligations. HealthiestYou and New Benefits are not insurance products.

Better persistency with EFT

Golden Rule customers who use EFT as their payment method tend to have better persistency than those who use credit card, which is better for you and them. Less risk of forgotten payments, no canceled or expired credit cards, just more reliable payments made easy with EFT (which means on-time commission payments for your agency)! Help ensure they keep the health-related coverage they need by

choosing EFT.

[Register to be eligible](#)

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

INCENTIVE PROGRAM RULES: 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.

1. To be initially eligible for this incentive, you must be registered for the "Pump it up with EFT" incentive by July 31, 2023.
2. Eligible product applications are those submitted online from May 1, 2023 through July 31, 2023 and are for the following eligible products: TriTerm Medical Plans (excluding "Direct" plans), and all Short Term Medical Plans (>6 months/180 days term length; Any Short Term Medical consecutive plans (e.g. 2x12) will only have the first term count toward the incentive baseline and eligible applications.) Health ProtectorGuard, Hospital SafeGuard G.I., Accident ExpressGuard, Accident ProGuard, Accident ProGap, HPG Guard plans, Hospital Guard G.I., Critical Illness, HealthiestYou (standalone), New Benefits, and Dental. All other products, and optional benefit riders do not count toward this bonus opportunity.
3. Applications that meet the following criteria will apply toward the incentive: (a) Applications from one of the eligible products listed above only; (b) Submitted between May 1, 2023 – July 31, 2023, and issued by August 15, 2023; (c) with a "paid to" date past the effective date; and (d) an effective date no later than September 1, 2023 (e) meeting any other stated criteria to be eligible (e.g. baselines).
4. Baselines: To meet eligibility, the registered broker must submit and have issued at least 10 eligible product applications (any combination per the eligible products). When the minimum baseline number of qualified applications (submitted & issued) is met the bonus will pay starting with the first eligible application.
5. 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.
6. 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. Pump it up with EFT Incentive monthly payout will begin in August 2023 and run through December 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.
7. Bonus follows the Assignment of Commission Form you have on file at the time the application is received, for each qualifying application.
8. These bonuses will be subject to a managing broker commission split, if applicable. Otherwise, applications cannot be split between brokers.
9. Bonuses are paid per broker, based on his or her personal production.
10. Qualification is based on production as broker of record.

11. Any separate applications of family members for the same product type count as only one application for this contest. (with the exception of TriTerm Medical for the state of MO)
12. Bonus is paid as described above.
13. 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.
14. Any required disclosures to brokers' clients are brokers' sole responsibility. A bonus is considered indirect compensation and will be reported as appropriate under the Consolidated Appropriations Act, 2021.
15. This contest is intended for the original recipient of this email only. NPN: 8999771
16. Select Key and FMO contracted agencies may not be eligible.
17. Bonus is taxable income and will be reported on an IRS MISC 1099.



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