

Welcome to TriTerm Medical

March 1, 2022 – December 31, 2022

Earn \$500 per eligible TriTerm Medical application

(see full contest rules for details)

REGISTER TODAY

If it's been a while (or never) since you've written a TriTerm Medical 3-year short term plan, underwritten by Golden Rule Insurance Company, then let us be the first to say "Welcome!" We're glad you're taking a second look and we've made it worth your while.

\$500 per eligible application

Register for the "Welcome to TriTerm Medical" incentive to earn \$500 per eligible application, on a maximum of 5 TriTerm Medical (Copay Max, Plan 80 Max, or Plan 100 Max) applications submitted between March 1 – Dec. 31, 2022, and issued by no later than Jan. 15, 2023. See complete rules & details below.

Eligible Products	Per App	5 Apps Max
TriTerm Medical Plans: Copay MAX, Plan 80 Max, Plan 100 Max	\$500	\$2,500

Why TriTerm Medical (TTM) plans?

TriTerm Medical is a specially designed short term product that offers nearly 3 years of consecutive coverage. It might be a good choice for clients looking for flexible health insurance coverage when other options might not be affordable or obtainable.



Value

TTM plans bring more to the table

- TTM plans may help fill an affordability gap for those not eligible for financial assistance on other types of plans
- Plus, these plans offer multiple designs so your clients can choose what works best for them, including familiar copay options



Effort

Work smarter not harder!

- Clients on a 3 yr. plan creates potential for more time with new clients and new sales and less time spent on client maintenance like with annual and short term plans.
- TTM plans have higher persistency than standard short term plans. Which, when written with ancillary products, could give overall persistency a boost!



Ease

Feel like it is 2002 again

- Remember the good ol' days of writing a plan and not having to rewrite it later? Get that nostalgic feeling back with TTM plans – 1 app, nearly 3 years term
- Longer coverage period reduces risk that can come from being "in between plans" like with shorter term length insurance plans

Register Now to be Eligible for the "Welcome to TriTerm Medical"

Product availability and designs vary by state.

Check E-Store for product availability by state.

INCENTIVE PROGRAM RULES:

1. To be initially eligible for this incentive, you must be registered for the "Welcome to TriTerm Medical" incentive. Registration is reserved for those producers who have zero TriTerm Medical product reflected in their book of business in at least the last 14 months (Jan 2021 up to the start of the incentive).
2. Eligible product applications are those submitted online from March 1, 2022 through December 31, 2022 and are for the following eligible products: TriTerm Medical Plans: Copay Max, Plan 80 Max and Plan 100 Max. All other TriTerm Medical plans (Value and Hospital and Surgical), Short Term Medical, ancillary products, and optional benefit riders do not count toward this bonus opportunity.
3. The first 5 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 March 1, 2022 – Dec. 31, 2022, and issued by Jan. 15, 2023; (c) with a "paid to" date past the effective date; and (d) an effective date no later than Feb. 28, 2023 (e) meeting any other stated criteria to be eligible (e.g. baselines).
4. 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.
5. Incentive will be paid over a series of rolling months starting June 2022. Incentive payout only begins when the required 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.
6. This incentive supersedes any other incentive registration, meaning only a maximum of \$500 will be paid for an eligible TriTerm Medical plan up to 5 plans. Once the \$2,500 max is met then additional TriTerm Medical applications (app 6 and after) can then become eligible for payout on other incentives provided they meet the rules and eligibility of those programs.
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.
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.