



Northeast Small Group HSA/HRA Broker Bonus Program

Thank you for your continued support of Aetna Small Group in the Northeast. In tandem with our competitive Consumer-Directed Health Plans (CDHPs), we continue to illustrate our commitment to consumerism with our **small group HSA/HRA bonus program**.

HSA/HRA Broker Bonus Program

Sell a small group with June 1, 2008 - August 15, 2008 effective dates and at least one subscriber enrolls in the Aetna HealthFund HSA or our Aetna HealthFund® HRA for Small Group in conjunction with one of our small group medical products, and you will earn a **\$75 per medical application bonus** on the entire group!

Package Dental and Earn More!

Plus, earn an **additional \$25 per dental application** when sold in conjunction (with the same effective date) with the Aetna HealthFund HSA or HRA for Small Group.



Examples:

- Enroll 25 life group with 5 in the HSA alongside a CDHP and 20 in another Aetna plan = **\$1,875 bonus!**
(25 employees x \$75 per medical application)
- Enroll 25 life group with 5 in the HSA alongside a CDHP and 20 in another Aetna plan with 20 of the those subscribers enrolled in a dental plan = **\$2,375!**
(25 employees x \$75 per medical application = \$1,875 plus
20 employees x \$25 per dental application = \$500)

With the very recent announcement of our relationship with HealthEquity to administer the Aetna HealthFund HSA, combined with the January launch of the Aetna HealthFund HRA for Small Group, now's the time to take advantage of this extra bonus on top of the commission you already receive.

Broker Contest Rules

- New business to Aetna small group (2 - 50) only in the Northeast states: Connecticut, Maine, Northern New Jersey and New York.
- Business applies to June 1, 2008 - August 15, 2008 effective dates.
- To be eligible for the dental bonus program, medical and dental coverages must have the same effective date.
- Business submitted direct or through an Aetna general agent.
- Production must be submitted under one TIN. We will not combine production from multiple brokers or TINS.
- All new business cases must be submitted using the same Agent/Agency Tax ID number.
- Cases can only have one broker of record (BOR), no split cases.
- Program only applies to new business, not BOR takeovers.
- Excludes NY health maintenance organization business.
- Aetna reserves the right to change, discontinue or adjust the program at any time.

Aetna POP

To further promote consumerism, we will continue to **waive the 1st year administrative fee (a \$150 value) for new and existing small group plan sponsors who elect a CDHP on the Aetna POP.**

- Program previously applied to groups sold with January 1, 2008 - June 15, 2008 effective dates in the Northeast states. We're continuing this program through August 15, 2008.
- To take advantage of this waiver, please indicate "CDHP" on the Fees line within the Internal Use Only box on the [Request For Participation form](#).



Resource Links

[Aetna HealthFund HSA](#)

[Aetna HealthFund HRA for Small Group](#)

[Aetna POP](#)

[HSA Calculation Tool](#)

[Aetna Navigator® Tour](#)

[CDHP Email Box](#)

As always, if you have any questions, please reach out to your Aetna General Agent,

account executive or our sales support team. Thank you for your support.