

# > Med Supp Marketing Credits

2018 MEDICARE SUPPLEMENT MARKETING CREDITS PROGRAM



## Watch Your Account Grow with Just 5 Issued Apps in a Month

This popular incentive rewards you for your eligible Med supp business with us. Use the credits to help pay for all kinds of business-building activities, from leads to branded merchandise.

### CREDITS AUTOMATICALLY ADDED

You earn the following credits each month in which you have at least five issued Mutual of Omaha or affiliate Med supp new-business open enrollment or underwritten applications (apps do not accumulate from month to month):

- > One-half percent of the ANBP
- > One percent of the ANBP for any of those apps submitted on Med Supp e-App

1 credit = \$1

Excludes internal and affiliate conversions and guaranteed issue business.

### EXAMPLES

> John had 13 issued new-business apps in Jan. Eleven are open enrollment and/or underwritten, and of those, he used the e-App for seven. So, he earned the following credits:

- 4 paper apps at 1/2 percent of the ANBP
- 7 e-Apps at 1 percent of the ANBP

Two apps generate no credit because they're internal and affiliate conversions or guaranteed issue business.

> In Oct., John submitted six new business open enrollment apps, but only four of them were issued. Therefore, he earned no credits in Oct.

### REDEEMING YOUR CREDITS

Redeem credits for eligible business-building activity and merchandise.

- > Submit your paid invoice or receipt with the Marketing Account – Marketing Activities Reimbursement form for these items:\*

  - Med supp leads you purchase from any vendor
  - Postage for Med supp mailings
  - Radio and newspaper ad placement fee
  - Office supplies that assist you with our electronic tools (computer, laptop, tablet or smart phone)
  - Website development
  - Conference fee

- > Use your credits for Company Collection merchandise (credits must cover shipping costs). Follow the instructions to place your order online.\*

Credits Earned	Redeem Credits through	Credits Expire
Oct. 1, 2017 – Sept. 30, 2018	Nov. 30, 2018	Dec. 1, 2018

### CHECK YOUR BALANCE

See your balance anytime online to monitor and manage your credits.\*

Special Agents' (licensed-only agent) credits are allocated to their agency.

For split compensation policies, credits are based on the split percentage and calculated ANBP.

\*Sales Professional Access, [mutualofomaha.com/broker](http://mutualofomaha.com/broker), Sales & Marketing tab, Medicare Supplement Marketing Credits.