

2014 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 guarantee issue business.

Examples

#1 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% of the ANBP
- 7 e-Apps at 1% of the ANBP

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

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

Redeem Credits for Eligible Business-building Activity and Merchandise

You may redeem your credits anytime during the year. Keep in mind, your 2014 credits will expire March 1, 2015.

1. 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
2. Use your credits for Company Collection merchandise (credits must cover shipping costs). Follow the instructions to place your order online.*

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.

* Sales Professional Access, mutualofomaha.com/broker_incentives tab.

