

Broker Rewards Program



**Sell a plan, earn a reward.
Enjoy. Repeat. Simple.**

Find out how you can become an eligible broker and start earning points!

Spend now or save up – points never expire!

Start Shopping

Make a wish list and set a goal towards your favorite rewards! You can exchange your points for:



Name-brand merchandise: choose from premium brands like Apple, Coach, and Oakley—to name a few



Travel: plan and book your next trip including airfare, rental cars, hotels, and more



Tickets for local events: see a concert, take a wine tour, watch a game



Gift cards: gift cards to over 80 top brands, including Starbucks, Lowe's, Uber, TopGolf, Macy's, and Best Buy



Charitable Donations: donate to over a 1,000 charities of your choice



And more!



Keep Track

Points are earned and are assigned to each eligible broker. Sign in to eBroker to track your progress, check your points balance, browse rewards, and make your selections.

Broker Rewards 2023 Group Plan Incentive Programs



Program Rules

Incentives below are effective January 1, 2023.

Brokers are automatically eligible to participate in the Optima Health Broker Rewards Program, subject to program terms and conditions. This is an opt-in program; please contact Broker Services at brokerrelations@sentara.com, or call 757-552-7217 (toll-free: 1-866-927-4785) to see how you can sign-up!

- ✓ Broker Rewards points are earned in addition to the already competitive commission plan.
- ✓ Keep earning points—there is no limit to what you can earn.
- ✓ Points will be awarded six–eight weeks after they are earned.

2023 Incentive Program

Earn points for **new sales**:

Earn 25 points per subscriber for Small, Mid-Market, and Business**EDGE**® groups.

Earn points for **renewals**:

Earn five (5) points per subscriber for Small, Mid-Market, and Business**EDGE**® groups.

PLUS, be on the lookout for opportunities to earn additional points for:

- ⊕ Loyalty and Retention
- ⊕ Education and Training
- ⊕ Special Events
- ⊕ And much more!

“Broker Rewards is awesome! I was planning a trip to Palm Springs and my Optima [Health] account executive recommended I look in to Broker Rewards. I was able to book two flights, a hotel, and a rental car—all with points! Everything was great; no restrictions or limits on the type of seats or hotel room, and I still have plenty of points left for another trip somewhere!”

Julie Tupper
Sr. Account Executive
Beskin-Divers