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.

Sentara Health Plans

Broker Rewards 2027 Incentive Programs



Program Rules

Brokers are automatically eligible to participate in the Sentara Health Plans 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 learn 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 for Group sales and renewals
  - by the 15th of the month after two billing cycles for Individual & Family Plans sales and renewals

Product	Segment sold	Type of sale	Points per member	Effective Dates
Individual & Family Health Plan	1 or more	New	150	January 1, 2027 – March 31, 2027
		Renewal	75	
Small Group Mid-Market Group Business***EDGE***®	per enrolled employee	New Renewal	25 5	January 1, 2027 – December 15, 2027
Fully Insured[1] Large Group	151-200 members 201 or more members	New	5,000 10,000	January 1, 2027 – December 15, 2027
Most Fully Insured Large Group[1] members sold for the year	500 members minimum	New	25,000	January 1, 2027 – December 1, 2027

[1]Excludes public sector and self-funded groups

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

- Loyalty and Retention
- Education and Training
- Special Event and much more

Sentara Health Plans

For complete Program Terms and Conditions, please sign in to sentarahealthplans.com/brokers or contact your Sentara Health Plans representative.