Med Supp Marketing Credits

2017 MEDICARE SUPPLEMENT MARKETING CREDITS PROGRAM

Mutual of Omaha

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.

- During 2017, the time frame for earning and redeeming credits is transitioning. Please note the dates so you don't lose any of your credits

Credits Earned	Redeem Credits through	Credits Expire
Jan. 1 – Sept. 30, 2017	Dec. 14, 2017	Dec. 15, 2017
Oct. 1, 2017 – Sept. 30, 2018	Dec. 14, 2018	Dec. 15, 2018
Oct. 1, 2018 – Sept. 30, 2019	Dec. 14, 2019	Dec. 15, 2019

- 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.*

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, Sales & Marketing tab, Medicare Supplement Marketing Credits.

Mutual of Omaha Insurance Company, United of Omaha Life Insurance Company, United World Life Insurance Company, Omaha Insurance Company
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