

# Drive to the Finish



## KEY ACCOUNTS (51-100 ELIGIBLE) PROGRAM RULES

### Program Period Effective Dates

October 1, 2025 – January 1, 2026

### Eligible Participants

This program is open to all Connecticut brokers who are enrolled in the Anthem Producer Rewards program.

### Eligible Sales and Earnings

Points will be awarded with each NEW sale made throughout the program period as follows:

Product	Points Earned Per NEW Contract
Fully Insured	10 points
ABF	10 points
Specialty*	1 point

*\*Includes Dental, Vision, Supplemental Health*

### Program Payouts

All earnings in **Drive to the Finish** will be issued in the form of Anthem Producer Rewards points. Payouts will be automatically deposited into your personal Anthem Producer Rewards account. Once deposited, you may redeem or save your points as you desire.



### Point Redemption

Points earned may be redeemed in the Anthem Producer Rewards marketplaces for the reward(s) of your choice. Electronics, fashions, housewares, toys, sporting goods, jewelry, fitness gear, tools... there are hundreds of thousands of merchandise options alone. But that's not all! Points are also redeemable for event tickets, experiences, do-it-yourself travel getaways, culinary adventures, movie tickets... almost anything you can imagine.

