

HEALTH INSURANCE INDUSTRY SALES FORCE Compensation Survey

Insurance companies regularly revise their Business Development approach to adapt to the changing marketplace, such as: new and/or changing products, new players in the competition for business and available talent pool. Ensuring competitive pay for the sales team and a sales incentive that motivates achievement of strategic goals is critical to success. An integral part of the process is obtaining relevant, quality data. This Health Insurance Industry Sales Force Compensation Survey provides that data.

PAST PARTICIPANTS

- ▶ Aetna / CVS Health
- ▶ AmeriHealth Caritas
- ▶ Arkansas Blue Cross and Blue Shield
- ▶ Banner Health
- ▶ Blue Cross and Blue Shield of Alabama
- ▶ Blue Cross and Blue Shield of Louisiana
- ▶ Blue Cross and Blue Shield of Kansas
- ▶ Blue Cross and Blue Shield of Kansas City
- ▶ Blue Cross Blue Shield of Arizona
- ▶ Blue Cross of Idaho Health Service
- ▶ Blue Cross and Blue Shield of Massachusetts
- ▶ Blue Cross and Blue Shield of Minnesota
- ▶ Blue Cross Blue Shield of Nebraska
- ▶ Blue Cross Blue Shield of North Carolina
- ▶ Blue Cross & Blue Shield of Rhode Island
- ▶ Blue Cross and Blue Shield of Tennessee
- ▶ Blue Shield of California
- ▶ Cambia Health Solutions
- ▶ Capital Blue Cross
- ▶ Capital District Physicians' Health Plan
- ▶ CareFirst BlueCross BlueShield
- ▶ Catholic Health / Prominence
- ▶ Centene Corporation
- ▶ Cigna
- ▶ Delta Dental of Michigan
- ▶ Elevance Health (formerly Anthem)
- ▶ Excellus BlueCross BlueShield
- ▶ EyeMed
- ▶ Florida Blue
- ▶ Geisinger Health Plans
- ▶ Health Care Service Corporation
- ▶ Health New England
- ▶ HealthNow New York
- ▶ Highmark Health
- ▶ Horizon Blue Cross Blue Shield of New Jersey
- ▶ Humana
- ▶ Independence Blue Cross
- ▶ Independent Health Association
- ▶ Kaiser Permanente
- ▶ Medica Health Plans
- ▶ Molina Healthcare
- ▶ Pacific Source
- ▶ Point32Health (formerly Tufts and Harvard Pilgrim Health Plan)
- ▶ SCAN Health Plan
- ▶ Spectrum Health System
- ▶ The Health Plan
- ▶ UnitedHealth Group
- ▶ VSP Global
- ▶ WellCare Health Plans
- ▶ Wellmark Blue Cross & Blue Shield

SURVEY VALUE

This is the only survey that specifically targets Sales positions within the health insurance industry. It is structured to capture the array of job design that evolves from each company's go-to-market strategy and covers pay levels, plan design and pay for performance relationships, resulting in highly accurate and relevant compensation data.

These positions are in a state of change, and quality incumbents are in high demand. Achieving market appropriate pay levels can reduce costly turnovers, and drive business development success.

The results of this Survey provide the information needed to validate your commission and sales incentive plans. Benchmarking ensures adequate incentive pay to motivate and retain sales talent. Plan design information helps you develop a plan that will reward for the desired performance.



SURVEY TOPICS & DETAILS

Comprehensive Market Intelligence

- ▶ Compensation elements including:
 - Base pay
 - Annual incentives
 - Sales incentives and commissions
- ▶ Sales incentives plan design
 - Targets
 - Quotas
 - Performance metrics
- ▶ Perks & Benefits
- ▶ Pay for Performance Analysis
 - Compensation arrangements focused on Specialty Product Sales

Jobs Covered

- ▶ Sales Roles (new sales)
- ▶ Account Managers (renewals)
- ▶ Major/National/Large Group/Small Group/Individual/FEP/Self Insured
- ▶ Specialty Product Sales
- ▶ Sales Management
- ▶ Inside Sales/Telesales
- ▶ Sales Support

SURVEY COST & HOW TO PARTICIPATE

[Complete the Survey Registration Form to participate.](#)

	Participate by April 15 ¹	Participate by April 30
Base fee for participants	\$2,250	\$2,450
Discount for continued year-over-year participants	\$400	
Total fee for continued year-over-year participants	\$1,850	\$2,050

¹ Must submit fully completed survey questionnaire and pay first installment invoice per terms.

This pricing structure is intended to benefit all survey participants in an effort to have as consistent database as possible for meaningful year-over-year comparisons. This pricing also covers the additional time needed to ensure new/returning participants complete the survey questionnaire and match the survey jobs correctly. Once you are an annual participant, you realize a significant price discount.

SURVEY TIMEFRAME

- ▶ **Questionnaires Distributed:** February 15
- ▶ **Completed Questionnaires Due:** April 30
- ▶ **Report Publication:** August

"The Health Insurance Sales Compensation Survey has become one of our most valued and critical surveys that we use to market price our sales positions and perform our annual compensation analysis. It includes pay practice information and pay for performance analyses that you cannot find in other surveys. The team does a great job with the survey, they are always open to feedback and take our input into consideration."

REGINA BROWN

Senior Compensation Partner, Independence Blue Cross

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