

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, Inc.
- ▶ AHT Insurance
- ▶ American Fidelity
- ▶ AmeriHealth Caritas
- ▶ Anthem Insurance Companies
- ▶ Arkansas Blue Cross and Blue Shield
- ▶ Blue Cross Blue Shield of Alabama
- ▶ Blue Cross Blue Shield of Arizona
- ▶ Blue Shield of California
- ▶ Florida Blue
- ▶ Blue Cross of Idaho Health Service Inc.
- ▶ Blue Cross Blue Shield of Kansas City
- ▶ 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
- ▶ CareFirst, Inc.
- ▶ Capital Blue Cross
- ▶ Catholic Health /Prominence
- ▶ Centene Corporation
- ▶ CIGNA
- ▶ Excellus BlueCross BlueShield
- ▶ EyeMed
- ▶ Geisinger Health Plans
- ▶ Harvard Pilgrim Health Plan
- ▶ Health Care Service Corporation
- ▶ Health New England
- ▶ HealthNow New York
- ▶ The Health Plan
- ▶ Highmark Blue Cross and Blue Shield
- ▶ Horizon Blue Cross Blue Shield of New Jersey
- ▶ Humana, Inc.
- ▶ Independence Blue Cross
- ▶ Independent Health Association, Inc.
- ▶ Kaiser Permanente
- ▶ Medica Health Plans
- ▶ Molina Healthcare, Inc.
- ▶ Noridian - Blue Cross and Blue Shield
- ▶ Premera Blue Cross
- ▶ SCAN Health Plan
- ▶ Spectrum Health
- ▶ Tokio Marine HCC
- ▶ Tufts Associated Health Plan
- ▶ Ultimate Health Plans, Inc.
- ▶ UnitedHealth Group
- ▶ VSP Global
- ▶ WellCare Health Plans, Inc
- ▶ Wellmark Blue Cross & Blue Shield

SURVEY VALUE

This is the only survey of its kind, specifically targeting Sales positions within the health insurance industry. This Survey 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

To participate, click [here](#) to complete the Survey Registration Form. Survey results are available to participants only; see the pricing guide below for details.

	Participate by April 15	Participate by April 29
Base fee for participants	\$1,650	\$1,850
Additional entry fee for new participants or re-entry fee for skipped year(s) participants	\$400	

This pricing structure is intended to benefit all survey participants in an effort to have a consistent database as possible for 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. New participants are eligible for a one-hour personal session with BDO focused on survey questionnaire completion and job matching. Once you are an annual participant, you realize a significant price discount.

Contact **Judy Canavan, Compensation & Benefits Managing Director**, at 215-636-5635 or jcanavan@bdo.com with any questions.

SURVEY TIMEFRAME

- ▶ **Questionnaires Distributed:** February 15
- ▶ **Completed Questionnaires Due:** April 15
- ▶ **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 Analyst,
Independence Blue Cross

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