

## **Florida Blue Medicare Agent Release and Hierarchy Change Rules**

*July 1, 2022*

1. Agents / sub-agencies may not move from Florida Blue exclusive agency types (CGA or MAA) to an FMO nor are agents allowed to contract both as an exclusive agent and as and an FMO agent.
  - a. This means that currently appointed Florida Blue exclusive agents are unable to change hierarchies to an FMO.
  - b. Any currently appointed exclusive agent that submits a contracting request under a Florida Blue Field Marketing Organization may be subject to the following:
    - i. Denied the appointment
    - ii. Terminated by Florida Blue
    - iii. Be ineligible to recontract with Florida Blue
    - iv. Will forfeit all future commission payments
  - c. Florida Blue does have non-exclusive group agents who are allowed also contract with an FMO for Medicare.
  - d. FMO Agencies can release agents to be exclusive agents for Florida Blue using the release procedure outline in #2 below.
  
2. Agent movement between and among FMO's is allowed as follows:
  - a. During the first 6 months of being contracted with Florida Blue or within 6 months of hierarchy change, an agent or sub-agency must secure a written release from their current Top of Hierarchy\* FMO to be eligible for a release and hierarchy change.
    - i. The written release must be on the current Top of Hierarchy's agency letterhead bearing:
      1. the date and signature of the principal or his/her designee
      2. agents' name as it appears on the Florida Blue agreement and Florida Blue AOR
  
3. The agents / sub-agencies must submit the release letter along with the Hierarchy Change Form
  - a. The hierarchy change will be effective on the date on which the change is processed.
  - b. Hierarchy changes are submitted to [medicarebrokersales@bcbsfl.com](mailto:medicarebrokersales@bcbsfl.com) by the Top of Hierarchy FMO only. Requests received from sub-agency FMO will be returned unprocessed.
  - c. The agent will be notified at the email address we have on file when the change has been made. The releasing FMO will see the agent disappear from AgentPoint and the new FMO will see the agent populate in their Agent Point.
  - d. Agencies releasing an agent will continue to be paid Admin Fees on business written while the agent was under their hierarchy. Enrollments processed after the transfer is made will be credited to the new agency. The agent retains their book of business after the transfer is complete.
  - e. Hierarchy changes involving an entire agency require that the agency maintain the same administrative fee level under the new hierarchy as they had under the releasing agency for minimum of 6 months.

4. Agents / sub-agencies who have been contracted longer than 6 months or who have not changed hierarchies within the previous 6 months may change hierarchies by submitting the Hierarch Change Form for approval and processing at [medicarebrokersales@bcbs.com](mailto:medicarebrokersales@bcbs.com)
5. An agent / sub-agency may not change hierarchies more than once in any 12-month period.
6. No releases or hierarchy change requests will be processed or honored for agents or agencies received between September 1 and December 31. Any received during this time will not be held for processing.
7. No new FMO agencies will be on-boarded between September 1 and December 31. Any new agencies received prior to September 1 will be processed, but no new agencies will be accepted or processed.
8. The agent must be in Good Standing with Florida Blue to be eligible for a hierarchy change.