

# FREQUENTLY ASKED QUESTIONS: BROKER AGENCIES



- How soon can our agency begin offering VSP® Individual Vision Plans?
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- Do we need to be appointed to sell VSP Individual Vision Plans?
- Can we add states to our registration later?
- Why is there a separate broker website for the individual broker program?



### **How soon can our agency begin offering Individual Vision Plans?**

VSP will need 4-6 business days to process your registration. After your registration has been processed, you'll receive a notification email stating that you can now enroll your producers to start selling VSP Individual Vision Plans.

### **My agency is registered to offer group plans. Why do we have to register separately to sell VSP Individual Vision Plans?**

Given that VSP Individual Vision Plans didn't previously exist, we need to have an associated agreement in place for individual policies. We also need to update our systems to allow for your agency's commissions to be paid. Additionally, some broker/agency relationships are different for individual sales.

### **How can our clients purchase an Individual Vision Plan through our registered producers?**

There are two ways for your clients to become enrolled through your agency's registered producers:

1. Clients can enroll themselves by clicking on the marketing links we provide your registered producers. This link automatically identifies you as the writing agency, crediting your agency for the commissions.
2. Registered producers can enroll your clients on their behalf by clicking on their assigned marketing links.

### **Can an agency register clients under the agency account?**

No. Each subscriber must be associated to a specific producer.

### **Do our clients need a broker ID?**

No. The marketing links your registered producers receive when their registration is processed will automatically identify you as the writing agency.

### **When do members become effective?**

Upon enrollment, subscribers choose either to make their effective date the first of the current month or the following month. Your client will receive a confirmation email within minutes of enrollment. No matter what day clients register, they will be able to utilize their benefits the same business day as their policy effective date.



### **What is our commission percentage?**

Agencies receive 8% commissions for sales of initial enrollments made by your registered producers. Agencies also receive 8% commission when a client renews. If the client selects to pay the annual amount in a lump sum, commissions will be paid on the full annual premium. If the client elects to pay monthly, commissions will be paid on each of the monthly payments as they come in.

### **When are commissions paid?**

Commissions will be paid to your agency on or near the 15th of each month for sales made through the last business day of the previous month. When the last day or two of the month is a non-business day, those sales will fall into the subsequent month's commissions.

### **Can commissions be paid to our agency by check?**

No. The individual broker program is a direct deposit only.

### **Can these commissions be combined with our other VSP commissions?**

No. The individual broker program is administered separately; therefore, commissions will be paid separately from other VSP commissions you may be receiving.

### **Does our agency have to reach a minimum prior to our commissions being paid?**

Yes. If your registered producers don't have at least \$25 of commissions due, your commissions for producers not reaching the minimum will be held over to the next month or until they have at least \$25 due.

### **Can our registered producers be paid commissions directly?**

If you are registered as an agency with individual producers, all commissions are paid to the agency and it is the agency's responsibility to pay its producers.

### **How do we know what portion of commissions to attribute to each producer?**

Each month a report will be available on the individual broker site that will show which enrollments were attributed to each producer. This is entirely based on the marketing links that we provide. Those links are the tracking mechanism to know who generated each enrollment.

### **Can the agency's producers register on their own?**

For an agent to be registered as an agency's producer, the agency must register that producer and pass on to him/her the marketing links provided by VSP.

### **Can we add new producers later?**

Yes. You can log in to the individual broker site at any time to add new producers.



### **Where will our clients be directed when they click the marketing link(s) VSP provides?**

Clients will be directed to a simple online enrollment site where they can see plan details, get rates, complete an application, and make payments by credit card or bank draft.

### **How will my agency know when a client has enrolled using a producer's marketing link?**

You'll receive an email notification each time a client has enrolled in an individual plan through your marketing link.

### **How will our clients' coverage be renewed?**

Upon enrollment, your clients provide VSP with credit card or bank account information so renewals can happen automatically unless members call to cancel. VSP will send an email notification to members 60 days in advance of their renewal, reminding them of their automatic renewal.

### **What plan options are available?**

There are three plans available nationwide that can be offered through this program. Here's a rundown of what these great plans have to offer:

#### **Standard Plan (all states):**

- \$15 exam copay/\$25 glasses copay
- \$150 frame allowance or contact lens allowance
- No HVA enrollment fee

#### **Base Plan (all states except Florida, New York, Oregon, and Washington):**

- \$15 exam copay/\$25 glasses copay
- \$150 frame allowance or contact lens allowance
- For contact lens wearers, the fitting and evaluation is fully covered with no copay, allowing member to use their full allowance toward the purchase of contacts
- \$18 HVA enrollment fee

#### **EasyOptions Plan (not available in Florida):**

- \$15 exam copay/\$25 glasses copay
- Choice of one of the following upgrades at your doctor's office:
  - Fully covered premium or custom progressive lenses
  - Fully covered light-reactive lenses
  - An additional \$80 frame allowance
  - An additional \$80 contact lens allowance
- \$18 HVA enrollment fee (all states except New York, Oregon, and Washington)



### **Why is the individual plan in Florida, New York, Oregon, and Washington different than the other 47 states?**

Regulatory approvals differ in these states so we've made available the plans currently approved and available direct to consumers.

### **What's the Healthy Vision Association (HVA)?**

In order to purchase a Base Plan or EasyOptions Plan offered through the individual broker program, a consumer must be a member of the HVA (in all states except Florida, New York, and Oregon). The annual HVA membership fee is \$18. A portion of the membership fee goes to support vision-related charities. This association offers discounts on a variety of products and services. To see details, go to **HealthyVisionAssociation.com**.

### **Will we be paid commissions for the subscription fees clients pay to join the HVA?**

No.

### **Do we need to be appointed to sell VSP Individual Vision Plans?**

During the processing of registration, any appointments that are required will be completed by VSP before your agency is approved to sell VSP Individual Vision Plans. Necessary appointments will also be made for each producer you register.

### **Can we add states to our registration later?**

Yes. You can log in to the individual broker site at any time to register for additional states.

### **Why is there a separate broker website for the individual broker program?**

In establishing the program for brokers to sell the VSP Individual Vision Plans, we found we could implement the program much faster through a separate site. In the future, this site may be merged with the general VSP broker portal, but for now, we're trying to provide a simple solution in order to make this program quickly available for brokers.