



## FBFS AGENCY INCENTIVES 2024

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Kansas Farm Bureau Health Plans (KFBHP) has a strong partnership with Farm Bureau Financial Services (FBFS) agents in Kansas. This partnership has helped us provide affordable healthcare coverage to more than 16,000 clients/members. KFBHP's 2024 goal is to end the year with 18,000 covered lives. To help achieve this goal, the following incentive plan will be implemented.

DATES: Applications submitted from January 1, 2024 through December 31, 2024.

The top agency in each of the FBFS 8 districts will be awarded. If the top agency has 50 applications or less, they will be awarded \$500. If the top agency has 51 applications or more, they will be awarded \$1,000. The payment will be sent in February 2025.

*\* Districts will be based on their make-up as of Dec. 31, 2024.*

*\*\*In the event of a tie, award money will be divided between the agencies.*

Questions should be directed to Erin Petersilie, [petersilie@kfb.org](mailto:petersilie@kfb.org).