



BlueCross BlueShield of Illinois

What Is a General Agent?

A General Agent is someone who serves as a single point of contact between Blue Cross and those producers who deal primarily in property & casualty and life products, but also sell a limited amount of small group health insurance. The General Agent structure is designed to support the small group health marketplace by giving producers the information and support they need to sell health insurance to new accounts and improve retention of existing accounts.

What Services Do General Agents Provide?

- assist with BCBSIL producer contracting process
- develop prospecting and marketing plans
- provide product and sales training
- keep current on Blue Cross products and procedures
- issue initial online quotes
- coordinate sales, enrollment and renewals
- problem solve

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