

ADD IT UP!

Med Supp & Dental Marketing Credits Program


You already help your clients meet their Medicare supplement and dental needs. Why not get rewarded for the business you place with Mutual of Omaha? Place your business today and watch your marketing credits add up!

How to Earn Rewards

All it takes is a minimum number of issued Medicare supplement insurance, dental insurance or dental savings plan* applications in each month and you'll earn marketing credits you can use to build your business.

The marketing credits you'll earn are based on 1% of Med supp and/or dental ANBP.


Bonus – Earn 2% of dental ANBP if a dental solution is sold with a Med supp policy.




Marketing Credits Program Period

Credits are earned based on business issued from Oct. 1, 2021, to July 31, 2022.

Monthly App Minimum



5 Med Supp
(excludes internal and affiliate conversions and guaranteed issue business)



2 Dental

*Mutual of Omaha's Dental Savings plan is not insurance.

How to Use Your Marketing Credits

Marketing credits can be used for all kinds of eligible activities to help you build your Med supp and/or dental business:

- Leads you purchase from any vendor
- Postage for mailings
- Advertising fees
- Equipment that enables you to use our electronic tools (e.g., computer, laptop, tablet or smartphone)
- Website development
- Conference fees
- Mutual of Omaha branded merchandise purchased through the Company Collection (includes shipping costs)

Reminder: Earned marketing credits must be redeemed by September 30, 2022.

Check Your Account Balance



It's easy to monitor and manage the credits in your account.

Go to mutualofomaha.com/broker, look for the Sales & Marketing section and then click on Med supp & Dental Marketing Credits.

Redeem Your Marketing Credits

You can redeem your credits anytime during the program period. Don't forget, though, that earned credits expire on September 30, 2022.

- Submit a qualified business receipt along with the Med supp/Dental Marketing Credits Reimbursement Form, which you can find on the same webpage where you view your marketing credit balance.
- All receipts must be paid in the current calendar year (e.g. in 2021 for orders you place from Oct. 1 to Dec. 31, 2021, and in 2022 for orders placed from Jan. 1, 2022, to September 30, 2022).

Producer needs to be actively contracted with Mutual of Omaha to redeem.

Please allow 3 to 4 weeks to process your request for reimbursement.

Medicare supplement insurance is underwritten by Mutual of Omaha Insurance Company, United of Omaha Life Insurance Company, United World Life Insurance Company, Omaha Insurance Company or Omaha Supplemental Insurance Company. Dental insurance is underwritten by Mutual of Omaha Insurance Company. Special agent credits (licensed-only agent) are awarded to the agency. For split compensation policies, credits are based on the split percentage. No substitution for, or transfer of, credits is allowed. You must be contracted with and actively representing Mutual of Omaha or an affiliate company and in good standing with Mutual of Omaha's Regulatory Affairs at the time credits are redeemed. This program is subject to change.