



**How to get started:**

# Best Buy Health Broker Affiliate Program



## Support more clients

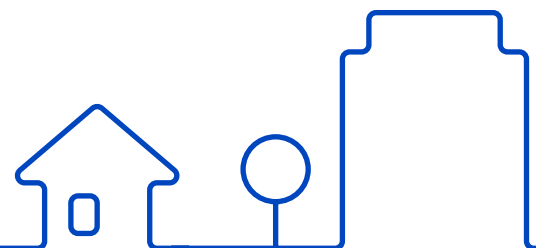
### Fill the gaps • Get rewarded

At Best Buy Health, our mission is to enable care at home for everyone. We're committed to helping people stay safe, connected, and independent—no matter their health plan coverage.

Due to recent changes in some Medicare Advantage plans, personal emergency response systems (PERS) and other supportive technologies are not always included. That's why we created the Broker Affiliate Program—to give you a simple way to support clients when coverage isn't available.

Through this program, you can refer clients to Best Buy Health's PERS solution and earn \$25 for every eligible referral.

We handle product delivery, onboarding, and ongoing support—so you can stay focused on guiding your clients through the care journey.



# Set up your account and get started

These steps must be completed before you join the Best Buy Health Broker Affiliate program.

The screenshot shows the 'CJ Affiliate Publisher Sign Up' page. At the top, there's a link 'What is a CJ Publisher?' and a 'Learn More >' button. Below this, it says 'To apply to the Lively Affiliate Program sign up below as a CJ Publisher'. There are links for 'How to work with CJ' and 'How to become a successful publisher Publisher requirements'. The main form area has a heading 'Join for free now! Let's start by confirming your main contact email address.' followed by dropdown menus for 'Language' (set to English) and 'Country' (set to UNITED STATES). Below these are input fields for 'Email \*', 'Password \*', and 'Confirm Password \*'. There is a checkbox for 'I'm not a robot' with a reCAPTCHA logo. At the bottom, there's a green 'VERIFY EMAIL' button. A note at the bottom states: 'To keep the quality of our network high, we'll ask you to verify your email address, accept legal terms, and provide details such as your tax and banking info, before you can start making money and getting paid.'

1

## Create your Broker Affiliate program account

Our Broker Affiliate Program is hosted on CJ Affiliate, a platform that helps us partner with brokers and pay them commissions.

- Click this [link](#) and complete the form under “CJ Affiliate Publisher Sign Up.”
- Use your business email and create a password
- Click the link in the confirmation email to verify your address

It only takes a few minutes to register. In the CJ system, you’ll be referred to as a publisher. This simply means you’re a referral partner.

2

## Complete the onboarding checklist

- **Log in to your account**
- **Validate your email**
- **Enter your user information**
- **Complete your network profile**
  - **Sample language for company description:** I am a part of the Best Buy Health Broker Affiliate Program, where I will be referring uncovered clients to a reliable PERS or senior-friendly phone plan. This will help me support my clients and foster deeper relationships. I will earn a referral payment for each self-pay enrollment.
- **Start Property Setup**
  - Click “**Add Property**”
  - Click “**Create Property**”
- **Select Property Type**
  - Choose “**I do not see my property type listed here.**”
- **Add Description**
  - In the **Description** field, enter:

Best Buy Health Broker Affiliate Program
- **Define Promotional Model**
  - Select “**I do not see my property type listed here.**”
  - In the **Description** field, enter:

Best Buy Health Broker Affiliate Program
  - Select “**Set to Primary Promotional Model**”
- **Name Your Property**
  - In the **Name Property** field, enter:

Best Buy Health Broker Affiliate Program
- **Finalize Setup**
  - Check the box for “This
  - Click “Submit”
- **Enter company details and submit tax forms**
- **Provide your payment information**
- **Activate your account**

# Set up your account and get started

4943467 - Lively  
Wellness



## 3 Join the Best Buy Health Affiliate Program

- Log into your dashboard
- Search for Lively (the advertiser name for Best Buy Health)
- Click “Apply to Program.”

Applications are typically reviewed within 24-48 hours. If you don't see Lively, try logging out and back in after completing your property setup.

## 4 Access your referral link and tools

Once your application is approved, you can access your referral links by:

- Going to Content > Assets > Links
- Choosing the “Broker Affiliate Link” campaign to promote
- Copying your personalized link

## 5 Set up your payment method

- In your dashboard, navigate to Settings > Payouts
- Select your preferred payment method (e.g., bank transfer or PayPal)
- Payments are sent monthly with no minimum threshold and are paid directly through CJ

## Who should you refer?

- Clients without emergency response coverage through their Medicare Advantage plan
- Clients who have lost this benefit or never had it
- Clients open to self-pay solutions like PERS or senior-focused mobile phones

## Need help?

Technical support: [maria.hernandez@cj.com](mailto:maria.hernandez@cj.com)

Best Buy Health Support: [lilly.sanchez@bestbuy.com](mailto:lilly.sanchez@bestbuy.com)

### Disclaimer:

This content is intended for licensed broker and agent use only. Program terms, compensation eligibility, product availability, and plan-based benefits are subject to change. Broker must clearly inform each referred individual that Broker may receive a referral payment. This disclosure must be made in plain language, comply with applicable laws and regulations, and be provided upon request.