

## BROKER COMMISSIONS AND REWARDS | CALIFORNIA

# Retain KPIF members to earn more

Earn \$40 per member on eligible renewing Kaiser Permanente Individual and Family members from the 2023 plan year who are retained through December 31, 2024.

## To qualify you must:

- 1** Retain through December 31, 2024, at least 70% of total members renewed and newly enrolled during the 2023 plan year.
- AND**
- 2** Renew at least 50 members into 2024 plans and retain them through December 31, 2024.

## Track your retention rate

You can track your retention rate in the summary section of your monthly bonus and reward statement, which is available on [account.kp.org](https://account.kp.org).

### Example:

During 2023, a broker renews 25 members into a 2023 plan and enrolls 50 new members during the year, for a total of 75 members as their 2023 baseline book of business. Note: Members who terminate before December 31, 2023, are counted in this baseline.

During 2024, a broker renews 60 members into a 2024 plan and of these, retains 55 members through December 31, 2024.

For more information on Kaiser Permanente's rewards and bonus offerings, contact the Broker Compensation team at 844-394-3978, option 2, or email [BCS\\_CA\\_DocAdministration@kp.org](mailto:BCS_CA_DocAdministration@kp.org).

### 2023 baseline

$$\begin{array}{rcl} 25 & + & 50 \\ \text{renewed} & & \text{new} \\ \text{members} & & \text{members} \end{array} = 75 \begin{array}{l} \text{total baseline} \\ \text{members} \end{array}$$

### 2024 retention

$$\begin{array}{rcl} 60 & \rightarrow & 55 \\ \text{renewed} & & \text{retained through} \\ \text{members} & & \text{December 2024} \end{array}$$

- 55 retained members meets the qualifying 50 member threshold

### Broker qualifies for a bonus

$$\begin{array}{rcl} 55 & \div & 75 \\ \text{retained} & & \text{total baseline} \\ \text{members} & & \text{members} \end{array} = 0.73 \begin{array}{l} \text{73\% retention} \\ \text{rate} \end{array}$$

- 73% meets the qualifying 70% threshold

$$\begin{array}{rcl} 55 & \times & \$40 \\ \text{retained} & & \text{per member} \\ \text{members} & & \end{array} = \$2,200$$

- Payment for this bonus will be made in January 2025

(continues)

## Eligibility:

- Baseline 2023 book of business used for calculating the retention rate is all Kaiser Permanente Individual and Family (KPIF) members that were active at any time during 2023 and earned a broker a per-member-per-month new or renewal reward in 2023, not solely those KPIF members active in December 2023.
- Retained members for the purposes of calculating the retention rate are those members in a broker's baseline 2023 book of business that remain active on December 31, 2024.
- Calculate retention rate by comparing December 31, 2024, retained members and baseline 2023 book of business, as defined above. A broker must have a minimum retention rate of 70% to qualify for this bonus.
- A broker must renew at least 50 members into a 2024 plan and maintain at least 50 active renewed members through December 31, 2024, to qualify for this bonus.
- Retroactive adjustments and terminations of any 2023 KPIF members for which a broker receives a per-member-per-month reward will be added to a broker's 2023 book of business baseline.
- Members no longer assigned to a broker's book of business due to a broker of record change or book of business transfer are counted in the baseline. Members added to a broker's book of business due to a broker of record change or book of business transfer will be added to the baseline to be tracked for retention going forward. This includes retroactive broker of record and book of business changes.
- Bonus will be paid on all retained members actively enrolled in a KPIF plan that have a broker of record on file as of December 31, 2024, and have paid their premiums through December 31, 2024.

- Final interpretation of the rules, eligibility, and qualification requirements will be determined by Kaiser Permanente.
- Participating agencies and their agents must be in good standing, appointed by Kaiser Permanente, and have a current license on file as of the member's effective date.

## Payment:

- Payment will be made in January 2025.
- Bonus is capped at \$40,000 per agency.
- This retention bonus when earned is paid in addition to Kaiser Permanente's KPIF per-member-per-month renewal reward.
- Participating agencies must have a signed Kaiser Permanente broker agreement.
- Only paid on California-enrolled KPIF members.
- Agencies participating in other special KPIF compensation plans are ineligible for this bonus.
- Bonus payment will be reported on Forms 1099 and 5500, as applicable, and as otherwise required by law, including reporting required by California Assembly Bill 2589.
- In compliance with all legal requirements, brokers shall disclose to their clients all commissions and other payments made to them by Kaiser Permanente.