



GET A BONUS WHEN YOU HELP YOUR CLIENTS

Experience the Kaiser Permanente Difference

No plan is rated higher than Kaiser Permanente for private and Medicare health insurance plans in Oregon and Washington according to the NCQA.¹ We want your clients to know about the things we're doing to help ensure their employees can get the high-quality, affordable health care they need.

We've designed an incentive program that harnesses the power of Kaiser Permanente's value proposition and leverages the relationship with your account manager to enhance your position as a trusted advisor. Invite a current Kaiser Permanente Northwest group on an in-person or virtual tour, and your engagement earns rewards on an eligible medical sale between May 1, 2023, and November 30, 2023.²

EXPERIENCE KP TOUR

Attend an Experience KP presentation with your Kaiser Permanente representative and a renewing group.

IMPROVE GROUP MEMBERSHIP³

Close the deal with a group by making Kaiser Permanente Northwest the sole carrier or by making a qualifying change in offering.

Group size	Primary bonus payment ⁴	Bonus payment ⁴
51-100	\$500	\$500
101-250	\$750	\$750
251+	\$1,000	\$1,000



WANT TO LEARN MORE?

Visit kp.org/vr to virtually explore one of our facilities. When you're ready to take a client on the full experience via an in-person or virtual presentation or tour with a physician, contact your Kaiser Permanente representative.

¹According to NCQA's Medicare Health Insurance Plan Ratings 2011–2022 and NCQA's Private Health Insurance Plan Ratings 2021–2022. The NCQA's Health Insurance Plan Ratings are based on combined scores for health plans in HEDIS® (Healthcare Effectiveness Data and Information Set); CAHPS® (Consumer Assessment of Healthcare Providers and Systems); and NCQA Accreditation standards scores. HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA). Accessed January 2022. ncqa.org

²Eligibility rules

- All licensed and appointed Kaiser Foundation Health Plan of the Northwest, Inc. (KFHPNW) agencies and brokers/producers are eligible. Payment is contingent upon receipt of all required broker/producer documentation including an executed broker/producer agreement, proof of E&O coverage, appropriate marketplace certification(s) in Oregon and/or Washington, and a W9 form. Brokers/producers must be appropriately licensed and appointed in the jurisdiction in which the group is located.
- The bonus program is effective May 1, 2023, through November 30, 2023, and can be combined with the KFHPNW standard 2023 bonus program. This program does not affect commission payments.
- Agencies not qualified as of May 1, 2023, can attain qualification during the bonus period.
- All Kaiser Permanente health plan medical products qualify.
- A minimum of one (1) decision-maker from the group must attend Experience KP tour. Decision-maker can include company owner, C-suite executive, HR benefits manager, or above.
- Payment of the Experience KP tour bonus portion is not dependent upon group making coverage changes with KFHPNW.
- Group size is based upon number of Eligibles in the group.
- Bonus payments are paid directly to the broker/producer upon the discretionary approval of the sales management of Kaiser Foundation Health Plan of the Northwest.
- Brokers/producers are responsible for complying with all legal requirements regarding disclosure of compensation by KFHPNW in the form of commissions, bonuses, and other rewards.
- KFHPNW and/or its designated representatives retain sole discretion over the interpretation of the terms and conditions of, and any or all provisions in, this compensation plan and over resolution of any disputes from this compensation plan.
- Bonuses will be reported and disclosed in accordance with KFHPNW policy and applicable law.
- Brokers/producers are not required to participate in this bonus program. Brokers/producers may opt out of participation by notifying their Kaiser Permanente representative of the intent to waive award.

³A qualifying change in offering is defined as the group making any of the following changes to their benefit offering:

1. Choosing KFHPNW as the group's sole carrier
2. Adding an additional product offering
3. Improving the group contribution
4. Making another benefit change that results in a minimum increase of 25% in enrolled membership for the group

⁴Bonus payments will be awarded via gift card directly to the producing agent, subject to the approval of the agent's firm. Individual agents are responsible for complying with their firms' policies, including ensuring their firm does not prohibit agents from participating in this bonus program.