



A CARE EXPERIENCE THAT WOWS CLIENTS AND DELIGHTS EMPLOYEES

Kaiser Permanente is very well organized and makes this quite an easy process. I've been very pleased with them so far.

—New Kaiser Permanente customer, January 2023

No plan is rated higher than Kaiser Permanente for private and Medicare health insurance plans in Oregon and Washington.¹ We're changing how we engage to bring access to quality, affordable health care in 2023. This is a unique opportunity to help your clients learn more about Kaiser Permanente and earn a bonus in the process!

We've designed a sales incentive program that harnesses the power of Kaiser Permanente's value proposition and leverages the relationship with your sales representative to help grow your business. Choose one bonus track (they cannot be combined), and your interaction earns rewards on an eligible medical sale between April 1, 2023, and November 30, 2023.²

FINALIST MEETING PRESENTATION

Have your Kaiser Permanente representative join you for the finalist meeting with a potential new client.

EXPERIENCE KP TOUR + RFP

Attend an Experience KP presentation with an active RFP with your Kaiser Permanente representative.

Group size	Primary bonus payment ³	Primary bonus payment ³
20-50	\$250	\$500
51-100	\$500	\$1,000
101+	\$750	\$1,000



SUCCEED!

Close the deal with a new client group as a direct result of your interaction, and you will earn a second bonus payment equal to the primary bonus payment.

For example: If you earned \$1,000 for the group attending an Experience KP tour, you will earn a second \$1,000 payment when the group places business with Kaiser Permanente.



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 sales 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 April 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 April 1, 2023, can attain qualification during the bonus period.
- All Kaiser Permanente health plan products qualify.
- A minimum of one (1) decision-maker from the prospect group must attend Finalist Meeting Presentation and/or Experience KP Tour. Decision-maker can include company owner, C-suite executive, HR benefits manager, or above.
- Payment of the engagement bonus portion is not dependent upon group placing coverage with KFHPNW.
- Group size is based upon number of Eligibles in the group placing coverage.
- New groups are those with which KFHPNW has not had a contract in the previous 6 months.
- Bonus payments are paid directly to the broker/producer representative 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 sales executive of the intent to waive award.

³Bonus 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.