



# MEET TODAY'S CHALLENGES WITH TOMORROW'S HEALTH CARE

## Offer your clients a health plan that personalizes care for every member.

Share the value of Kaiser Permanente's right mix of coverage, cost, and convenience with a new small group client and earn additional incentives.<sup>1,2</sup>

### How can I qualify?

From September 1, 2023, to January 1, 2024, **sell a new small group account with more than 20 members.** This can be medical, dental, or combined commercial group coverage.

### What can I earn?

For every group sold with more than 20 members, brokers will earn a one-time per-member bonus:

- \$50 per new medical member
- \$10 per new dental member
- \$65 per new member for selling combined medical and dental coverage

[kp.org/choosebetter](https://kp.org/choosebetter)



All plans offered and underwritten by Kaiser Foundation Health Plan of the Northwest.  
500 NE Multnomah St., Suite 100, Portland, OR 97232.

<sup>1</sup>Bonus payments will be awarded to the agency of record via normal commission process 60 days after the effective date of the group.

<sup>2</sup>Eligibility 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 documentation including an executed broker/agent agreement, proof of E&O coverage, appropriate marketplace certification(s) in Oregon and/or Washington, and a W-9 form. Brokers must be appropriately licensed and appointed in the jurisdiction in which the group is located.
- The bonus program is effective September 1, 2023, through January 1, 2024, and can be combined with the KFHPNW standard 2023/2024 bonus programs. This program does not affect commission payments.
- Agencies not qualified as of September 1, 2023, can attain qualification during the bonus period.
- Award is based on the sale of a commercial medical and/or dental group for a qualifying Kaiser Permanente commercial health plan with at least 20 enrolled members within 30 days of their original effective date.
- Group size is based upon the number of enrolled members in the group placing coverage 30 days after the original effective date.
- New groups are those with which KFHPNW has not had a contract in the previous 6 months.
- The bonus payments are paid to the broker agency and/or representative upon the discretionary approval of KFHPNW sales management.
- 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 the bonus program. Brokers/producers may opt out of participation by notifying their sales executive of the intent to waive award.