

KAISER PERMANENTE VALUE AND HEALTH INSURANCE 101 CHAPTER 2 – Online Tools

FINAL “As shot” SCRIPT WITH VISUALS

Prepared for: Deborah Clark

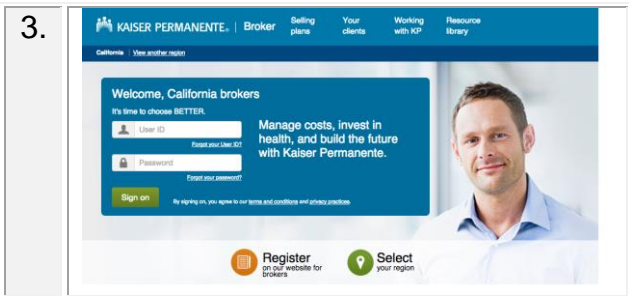
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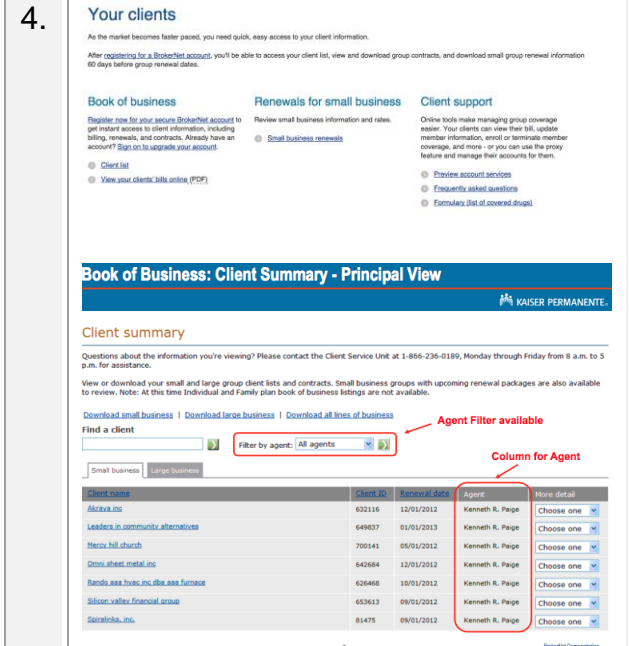
Est. TRT: 3:15

Date: December 17, 2015

	GRAPHICS	AUDIO
	Title Graphic: Online Tools	Presenters: 3 Sales Execs from Deborah’s team
1.	On-Camera Montage of screens	Hi, I’m Louis Dinopoulos, In-House Sales Executive at Kaiser Permanente. Today I’ll be joined by two of my colleagues to present some of the most useful online resources Kaiser Permanente has to offer. You’ll see that we’re committed to using technology to better serve our members, the employers they work for and our brokers.
2.	GFX:ONLINE TOOLS FOR BROKERS account.kp.org	I’m going to start with some of the online tools available for brokers.



We know you're busy. That's why we've put everything a broker needs in one convenient place. From getting to know your prospect through final enrollment, it's all here.

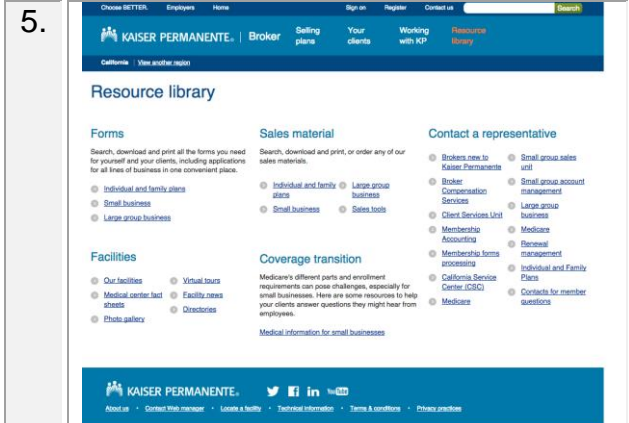


Once you've sold your first group, under 'your clients' you'll be able to view your:



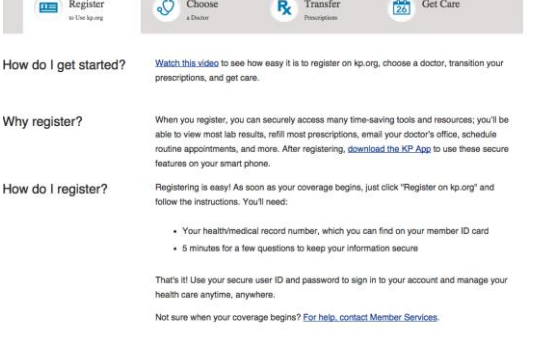
- * book of business,
- * get renewals in real time
- * and obtain client support.

You can also see:

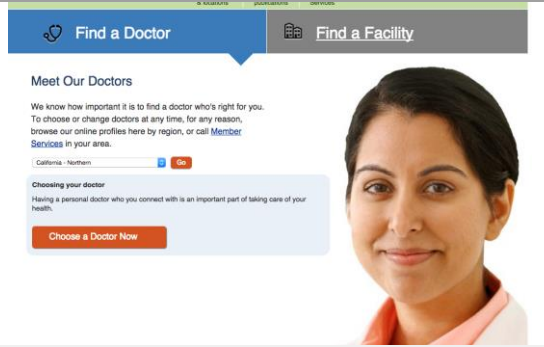
- * group contracts,
- * billing,
- * membership
- * and last, but not least, your most current compensation statement.



From one page -- the resource library -- you have quick access to any form you many need. There's sales material, contact info, and more. One stop, clearly laid out, to save you time.

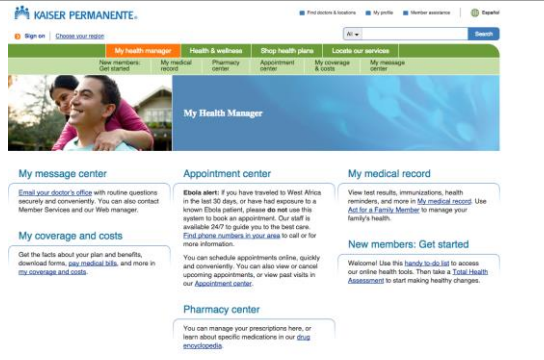
<p>6.</p>	<p>GFX: ONLINE TOOLS FOR MEMBERS kp.org</p> <p>On-camera</p> <p>Montage of screens</p>	<p>Hi, I'm Ron Illenberger, also an In-House Sales Executive. I'm going to switch gears and show you online resources available to our members. These are helpful for you in understanding and presenting some of the unique benefits of Kaiser Permanente.</p>
<p>7.</p>		<p>For new members, we've made it simple for them to get started.</p>
<p>8.</p>	<p>Full screen onboarding animation</p> 	<p>Sound up from onboarding animation: "Hi, I'm a new Kaiser Permanente member, just like you, and it's been a great choice for me.."</p>
<p>9.</p>		<p>The onboarding section of the site holds the new member's hand, step-by-step.</p>

10.



They can find a facility near them and choose their doctor. Unlike some other carriers who simply provide a list of names and addresses, our site allows them to see a photo, read a bio, and know right away if they're taking new patients.

11.



zoom in on some of the specific features mentioned, go to those sections of the site.

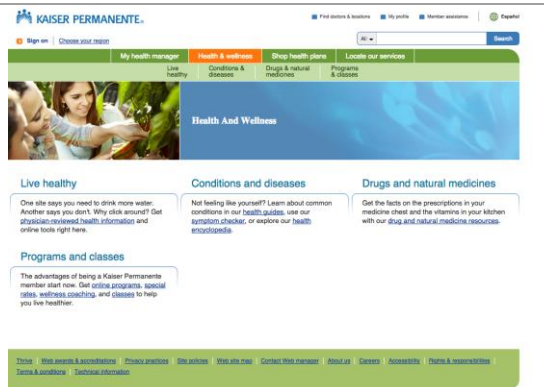
Mobile App

Kaiser Permanente members can also use the site to


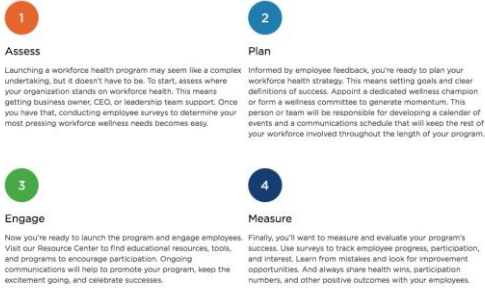
- * schedule routine appointments,
- * view most test results,
- * email their doctor with non-urgent questions, and
- * refill prescriptions.

We also have all these services available on our mobile app for members on the go.

12.



Here at Kaiser Permanente, we're prevention-oriented. The Health & Wellness section of our site offers programs, classes, individualized wellness coaching, most at no additional cost.

13.	<p>GFX: ONLINE TOOLS FOR EMPLOYERS businesshealth.kaiserpermanente.org</p> <p>On-camera</p>	<p>Hi, I'm Xavier "<u>Zak</u>' Montes. I'm an In-House Sales Executive at Kaiser Permanente as well, here to wrap up by sharing just a few more online tools – these geared toward employers.</p>
14.	<p>On-camera</p>  <p>Four Simple Steps to Workforce Health</p> <p>Assess, Plan, Engage, Measure</p>	<p>Employers are routinely contracting with outside providers to create health and wellness programs for their employees, often at considerable expense. Here at Kaiser Permanente, not only do we provide many of those services to our members for free, we also provide free resources to employers so they can easily create company-wide health initiatives.</p>
15.	 <p>1 Assess Launching a workforce health program may seem like a complex undertaking, but it doesn't have to be. To start, assess where your organization stands on workforce health. This means getting business owner, CEO, or leadership team support. Once you have that, conducting employee surveys to determine your most pressing workforce wellness needs becomes easy.</p> <p>2 Plan Informed by employee feedback, you're ready to plan your workforce health strategy. This means setting goals and clear definitions of success. Appoint a dedicated wellness champion or form a wellness committee to generate momentum. This person or team will be responsible for developing a calendar of events and a communications schedule that will keep the rest of your workforce involved throughout the length of your program.</p> <p>3 Engage Now you're ready to launch the program and engage employees. Visit our Resource Center to find educational resources, tools, and programs to encourage participation. Ongoing communications will help to promote your program, keep the excitement going, and celebrate successes.</p> <p>4 Measure Finally, you'll want to measure and evaluate your program's success. Use surveys to track employee progress, participation, and interest. Learn from mistakes and look for improvement opportunities. And always share health wins, participation numbers, and other positive outcomes with your employees.</p>	<p>Everything an employer needs is broken down into 4 simple steps, customizable to suit any <u>size</u> organization.</p>
16.	<p>Montage of screens</p>	<p>We understand that everybody's is busy these days. That's why we're committed to making engagement with Kaiser Permanente more convenient, with online tools for brokers, member and employers. And the features we've shown you today are just the tip of the iceberg.</p>

17.

account.kp.org – brokers
kp.org – members
businesshealth.kaiserpermanente.org
- employers

on-camera

1-800-789-4661 option 4

on-camera

We encourage you to explore these and other online resources to better get to know Kaiser Permanente.

After all, your clients are best served by a well-informed broker.

If you haven't engaged with your dedicated executive, call us and we'll be happy to connect you to your sales partner. Thanks for watching.