

**KAISER PERMANENTE- VALUES & INSURANCE
101 – CHAPTER 1, PART B, EMPLOYEES**

FINAL SCRIPT “As Shot” WITH VISUALS

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| | VIDEO | TEXT |
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| | | WHY AN EMPLOYEE SHOULD CHOOSE KAISER PERMANENTE |
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| 1. | <p>Presenter on camera Lower third name & title</p> <p>On-camera Text: Employers to find a plan that offers the best value.</p> | <p>In this era of rising health care costs, many employers are either eliminating benefits or shifting costs onto their employees.</p> <p>Hi, I'm Josh Keller, a Sales Executive, at Kaiser Permanente. This reality makes it more important than ever for employees to find a plan that offers the best value.</p> |
| 2. | <p>On-camera</p> <p>Quality + Affordability</p> | <p>That's where you come in. As a broker, your immediate client may be an employer. But we think that learning about what Kaiser Permanente offers employees can be a tremendous help in presenting your proposal. For the next few minutes, I'll help you understand how quality and affordability go hand-in-hand for Kaiser Permanente members.</p> |

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| <p>3.</p> | <p>Text: Care + Coverage = Kaiser Permanente</p> <p>Tweak this animation so that KP in center then doctors, hospitals, medical offices, pharmacies and labs.</p>  | <p>We offer employees an alternative to the traditional fee-for-service health plan. Instead, we're an integrated, care and coverage, nonprofit health care system.</p> |
| <p>4.</p> | <p>On-camera Integrated Model Reduces costs Improving efficiencies Working with aligned incentives</p> | <p>This integrated model drives down costs for our members, by improving efficiencies throughout our system and working with aligned incentives around prevention.</p> |
| <p>5.</p> | <p>Run US News Page from business site</p> <p>On-camera/text: In 2015 & 2015: NCQA rated us top commercial plan in every state we serve</p> <p>Our plans rated among the highest in the country</p> | <p>18 Kaiser Permanente facilities were named to US News and World Report's 2015 'Best Hospital' list. The National Committee for Quality Assurance rated us the top commercial plan in every state we serve, plus the District of Columbia, in 2014 and 2015. Our plans are consistently ranked the highest in the country, as is our quality of care.</p> |

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| 6. | Text: Quality care means choice | Quality care means choice for the employee. |
| 7. | Chose Dr. page from kp.org Chapter 2 – Cell 10 | All Kaiser Permanente members choose their own doctor: they can change at any time, for any reason. |
| 8. | Physician icons, with lines animating connecting all docs. TEXT: Primary Care Optometry Ob/gyn Dermatology Pediatrics On-camera | All Kaiser Permanente physicians, including specialists, are in-network. No more confusion about who's in or who's out. |
| 9. | Text: Team approach to healthcare Animation: Member in center connecting to all care providers Text: Communication Coordination Member at the center | We take a team approach to health care. Each member has a comprehensive electronic medical record that's shared by all care providers, a far cry from the massive paper files still being used by many competitors. Our system improves communication and coordination, putting the member at the center of their care. |
| 10. | Text: Prevention-oriented Highest rating in 21 preventive screenings | We're prevention-oriented. In fact, we have the highest rating in 21 preventive screenings. |

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| 11. | <p>Icons populating the frame Text: Interpretive services for 140 languages</p> | <p>We serve a diverse population with culturally competent care. That includes interpretive services for over 140 languages.</p> |
| 12. | <p>On-camera Text: Quality care Convenience</p> | <p>In addition to our quality of care, Kaiser Permanente members benefit from tremendous conveniences.</p> |
| 13. | <p>Screen shot: KP.org & Mobile app (from Chapt 2 cell 11) Highlight these screens: Emailing your doctor's office Online appointment scheduling Viewing most test results online Print vaccination records (this is in Chapt 1B cell 13 folder) Refill most prescriptions</p> | <p>kp.org and our mobile app make it simple to interact. Members can email their doctor's office anytime.</p> <ul style="list-style-type: none"> • Schedule most appointments online. • View most test results online as soon as they become available. • Print vaccination records for school or camp, and • Refill prescriptions -- even have them mailed at no additional cost. <p>Services like these are examples of stretching the employee's premium dollar.</p> |

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| 14. | | <p>When members do come into a Kaiser Permanente facility, they'll find most services under one roof, which saves time and money.</p> |
| 15. | <p>On-camera Text: 24 hours / 7 days</p> | <p>Advice nurses are available by phone 24/7 and have access to member medical records to help direct care in the best way.</p> |
| 16. | <p>On-camera</p> | <p>We're here for our members -- not just when they're sick. In fact, we make it our business to help them stay healthy.</p> |
| 17. | <p>Text: 3,800 health classes and support groups Float Text: Weight Loss Stress Management Smoking Cessation</p> | <p>We offer more than 3,800 health classes and support groups. Wellness coaching is available on a one-on-one basis. Many of these are provided at no additional cost.</p> |

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| <p>18.</p> | <p>On-camera</p> <p>Text: Convenience Quality Value Added Services (let's talk about how to handle this)</p> <p>On-camera</p> <p>Live well and thrive!</p> | <p>When presenting Kaiser Permanente to employees, help them understand all we have to offer.</p> <p>It comes down to 3 things:</p> <ul style="list-style-type: none"> • convenience, like most services under one roof, prescriptions by mail, online, and mobile app features. • quality, such as better health outcomes, emphasis on prevention, and electronic medical records. • and value added services, for example choosing your doctor, round-the-clock advice nurses, free wellness services, and healthy lifestyle programs. <p>All this at a competitive price. We want our members to live well & thrive!</p> |
| <p>19.</p> | <p>On-camera</p> <p>kp.org/choosebetter</p> | <p>Encourage your clients to learn more about the value of Kaiser Permanente.</p> <p>We think employees will like what they see.</p> <p>To learn more, please visit our website or contact your Kaiser Permanente Sales Executive. Thanks for watching.</p> |