

**KAISER PERMANENTE- VALUES & INSURANCE
101 – CHAPTER 1, PART A, EMPLOYERS**

FINAL “As shot” SCRIPT WITH VISUALS

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	VIDEO	TEXT
		WHY AN EMPLOYER SHOULD CHOOSE KAISER PERMANENTE
1.	<p>Presenter on camera</p> <p>Lower third name & title</p> <p>Text: Value of Kaiser Permanente</p> <p>Text: Reduce Spending = Affordable, quality care</p> <p>Text: Affordability through higher quality Improved best practices and efficiency</p>	<p>In a climate where health care spending is growing, I'm here to tell you there's a better option for your clients.</p> <p>Hi, I'm Gilbert Aviles, New Business Manager with Kaiser Permanente. I'd like to share information with you about the value of Kaiser Permanente. During the next few minutes, I'll review the factors that are driving health care costs up, what we're doing to reduce spending, and how that's translating to affordable, quality care for our members.</p> <p>Our mission includes a sharp focus on affordability through higher quality, improved best practices, and efficiency. Let's get started!</p>
2.	<p>On-camera Graph/arrow showing costs soaring</p> <p>Text: Aging population More expensive treatments</p>	<p>As you're probably aware, health care spending in the U.S. is soaring.</p> <p>This alarming growth is fueled by an aging population, and more expensive medical and drug treatments, such as specialty pharmacy.</p>

3.	<p>Text: Kaiser Permanente reduced the rate of increase on health care spending Improving health concerns</p> <p>Text: Lower premiums High quality care</p>	<p>So it might surprise you to hear that Kaiser Permanente has bucked the national trend and reduced the rate of increase on our health care spending over the past few years, all while improving health outcomes. This translates into lower premiums for your clients, coupled with high-quality care.</p>
4.	<p>On-camera</p>  <p>(Jon: I will find these icons)</p> <p>Text: Improved Collaboration Emphasis on preventive care Better management of chronic conditions</p>	<p>How have we reduced spending? Instead of a traditional fee-for-service model, Kaiser Permanente is built on an integrated model. Our health plan is part of the same organization as our doctors, hospitals, medical offices, pharmacies, and labs.</p> <p>That means</p> <ul style="list-style-type: none"> • improved collaboration between providers to deliver coordinated care • an emphasis on preventive care, and • better management of chronic conditions.

5.	On-camera	<p>Historically, our competitors have tried to curb spending by shifting more costs to the individual, in the form of higher deductibles and out-of-pocket maximums and through the implementation of narrow networks, which limits choice and impacts access.</p> <p>Now, they're moving toward our model in an effort to replicate our success – both in health outcomes and in savings.</p>
6.	 <p>The diagram illustrates an integrated care model. At the center is a blue human silhouette. Five colored circles, each containing an icon and a label, are arranged around the center and connected to it by lines. Clockwise from the top-left, they are: a grey circle with a pill icon labeled 'Pharmacist', a green circle with a person icon labeled 'Specialist', an orange circle with a document and test tube icon labeled 'Lab Technician', an orange circle with a stethoscope icon labeled 'Doctor', and a blue circle with a cross icon labeled 'Nurse'.</p>	<p>How do we achieve those savings? Our integrated model allows us to control costs throughout the continuum of care.</p>

7.	<p>Text: In 2014 \$148 million saved (Or create bar graph as you're suggesting)</p> <p>Increasing the number of equally-effective generics to 91% as compared to the national average of 68%.</p> <p>Icon figure at computer (Jon will find icon)</p>	<p>For example, in 2014, we saved 148 million dollars on our projected pharmacy costs.</p> <p>We did it by leveraging our purchasing power and by increasing the number of equally effective generics we dispense to 91%, compared to the national average of 68%.</p> <p>And we've offered our members the ability to refill prescriptions online and have them mailed to their homes.</p>
8.	<p>On-camera</p> <p>Computer icon: Text: Reduces unnecessary tests medical errors</p>	<p>We've been able to save through technological improvements. Our breakthrough electronic health record system reduces unnecessary tests and medical errors.</p>
9.	<p>Map of US animate 38 hospitals 10 million members (will see if map exists with 38 hospitals)</p> <p>on-camera</p>	<p>Our data analytics across our 38 hospitals and over 10 million members allows us to identify measurable quality improvements and cost-saving opportunities. These can then be implemented organization-wide.</p>
10.	<p>On-camera</p> <p>Kaiser Permanente reducing unnecessary duplications focusing on prevention</p>	<p>While others are wasting billions of dollars in a fee-for-service model, we're going the other way: reducing unnecessary duplications and focusing on prevention.</p>

11.	<p>On-camera Text: Significant savings Improved health outcomes</p>	<p>This has led not only to significant savings, but also to measurably improved health outcomes.</p>
12.	<p>On-camera Text: Lowered heart attack deaths by 62%. Standardizing best practices</p>	<p>Within our Northern California region, we've lowered heart attack deaths by 62%.</p> <p>How? By standardizing best practices.</p>
13.	<p>Screen shots: KP.org & Mobile app Highlight these screens: TEXT: Schedule appointments online Email your doctor's office View certain test results online (pull from Chapt 2, cells 7 & 11)</p>	<p>We've also made member convenience a top priority.KP.org and our mobile app both allow members access to care, anytime, anywhere.</p> <p>These are all examples of improved convenience, alongside cost-savings.</p>
14.	<p>On-camera Graphic showing connectivity</p>	<p>Another means for us to drive quality while mitigating costs is the stability of our network. Unlike other insurers who are negotiating and renegotiating with their various providers, our network is stable.</p>
15.	<p>On-camera Text: Better return on their investment Text: Affordable plans = healthier more productive employees.</p>	<p>What does all this mean to an employer? A better return on their investment.</p> <p>And affordable plans that deliver healthier, and therefore, more productive, employees.</p>

