

More health. Less hassle.

New member onboarding resources for
you and your employees



At Kaiser Permanente, we know that transitioning to a new health care provider can be stressful for both you and your employees. We are committed to partnering with you to ensure that members are welcomed and transitioned without disruption. Whether online, by phone, or in person, we have dedicated clinical resources to take care of you and your employees, no matter what plan you choose.



On-Site Onboarding — Your Location, Your Convenience

New member onboarding events will engage new members, introduce the benefits of membership, and provide one-on-one support to help them get started with Kaiser Permanente. Events are staffed by Kaiser Permanente representatives including clinicians and New Member Welcome Desk and benefits agents. Contact your Kaiser Permanente sales executive or account manager for more information. At these events:

- Members can connect directly with benefits representatives to review their plan, ask questions, locate medical offices, and more.
- Members can select a Kaiser Permanente doctor to establish care, transfer prescriptions, transfer medical records, and help with care coordination.
- Added Choice® members can learn more about participating providers and determine if they need transition-of-care services.
- Onboarding representatives will share telehealth options and help new members establish an account on **kp.org**.



Getting Started Online and On the Go

Kaiser Permanente offers information, videos, and tools on the Kaiser Permanente app and **kp.org**.

- **kp.org/newmember**
 - Review locations and providers.
 - Transfer medications.
 - Schedule routine appointments.
- **kp.org/addedchoice/nw**
 - Get educated about the plan.
 - Search for participating providers, facilities, and hospitals.
 - Review the prescription formulary and search for a participating pharmacy.



Welcome Information by Mail

All new members will receive communications welcoming them to Kaiser Permanente, so they can become familiar with the plan and the services we provide. All new members will receive:

- Plan information and steps to get started
- Appropriate resources and direction to access dedicated phone support
- Access to digital resources to learn more



Dedicated Phone Support

Kaiser Permanente offers personalized service by phone to welcome and onboard all our new members. Members can call dedicated support lines for help getting started — no matter what plan they choose.

New Member Welcome Desk

1-888-491-1124

Designed for Kaiser Permanente members who have selected a traditional plan, the New Member Welcome Desk offers support with:

- Selecting a doctor and scheduling a first-time appointment
- Understanding other available resources, such as telehealth options and the 24/7 advice line
- Reviewing care gaps and medical history through our New Member Clinical Onboarding Process
- Transferring prescriptions and medical records

Member Services

1-800-813-2000, TTY 711

For members who have selected Kaiser Permanente traditional plans, this service line can help members with:

- Understanding benefits and confirming eligibility
- Answering questions about using Kaiser Permanente services
- Connecting with the right resources to get started with the care system
- Bills, claims, and information on Kaiser Permanente care and coverage

Added Choice Contact Center

1-866-616-0047

This dedicated line supports members who have selected an Added Choice plan. Members can receive support with:




- Understanding benefits and confirming eligibility
- Verifying participating providers and pharmacy locations
- Learning more about their Added Choice plan
- Referral to our Clinical Care Coordination Team for transition-of-care support

> A Custom Approach

Your workforce is unique. So we work with you to craft a custom plan that educates your employees on the value of Kaiser Permanente membership. And we'll provide a seamless transition for your workers — and make it just as easy to onboard new members.

> Engaging at Every Step

We'll deliver information, resources, and interactive experiences that engage and educate your employees. Not pushy sales pitches. And we'll continue to support them throughout the enrollment and onboarding process to get everyone up to speed with doctors, appointments, prescriptions, and virtual appointment options such as telehealth. It's all designed to make quality health care affordable, accessible, and better for the life of your business.

Pre-enrollment:	Enrollment:	Post-enrollment:
 BUILDING AWARENESS What is Kaiser Permanente? How are we different? <ul style="list-style-type: none">• Integrated care and coverage• Plan and benefit information• Pre-identifying issues for total health	 DECISION SUPPORT Why should I choose Kaiser Permanente? What does switching plans look like? <ul style="list-style-type: none">• Options for connecting to care• Ease, access, digital tools• Dedicated support team	 NEW MEMBER ONBOARDING How do I get the most from my Kaiser Permanente membership? <ul style="list-style-type: none">• Steps for getting started• Continuity of care (pharmacy, specialty care)• 1:1 onboarding support

> Ongoing member support

In the first year of membership, your employees will get an array of helpful communications to ensure they're comfortable with their plan, how it works, the cost of services, and more. Engaging with this personalized service will keep your employees in the know with proactive and empowering information, fully focused on ensuring health goals are met.

Get started

- Welcome Book
- Get Care with the Kaiser Permanente Mobile App video
- First visit welcome bag

Learn about care and coverage

- Your online care options
- Understanding Costs booklet
- Personal wellness coaching

Stay engaged year-round

- Travel care tips
- Birthday preventive care reminder
- Flu shot reminder