



# Step up your rewards with the **STEP IT UP BONUS**

Kick-start your sales with the Step It Up Bonus incentive program from Kaiser Permanente. Earn some ramped up cash rewards when you grow your business and fast-track sales with your Kaiser Permanente representative between May 1, 2021, and December 31, 2021.

	51-250	251+
<b>STEP 1</b>	Conduct a finalist meeting with your Kaiser Permanente sales representative. <b>\$1,000</b>	Conduct a finalist meeting with your Kaiser Permanente sales representative. <b>\$3,000</b>
<b>STEP 2</b>	Win. Successfully create a new customer by partnering with your Kaiser Permanente sales representative during the finalist meeting. <b>\$1,000</b>	Win. Successfully create a new customer by partnering with your Kaiser Permanente sales representative during the finalist meeting. <b>\$3,000</b>



### Example

You conducted a finalist meeting with your Kaiser Permanente sales representative. Your new group has 300 subscribers.

Your incentive award is \$3,000 for successfully completing STEP 1 and \$3,000 for successfully completing STEP 2.

**Total bonus is \$6,000.**

### Eligibility rules

- All licensed and appointed Kaiser Foundation Health Plan of the Mid-Atlantic States, Inc. (Kaiser Permanente), agencies and brokers who are authorized to solicit, negotiate and sell new business on behalf of Kaiser Permanente are eligible. General agents, and any agencies or brokers who are not authorized to solicit, negotiate and sell new business on behalf of Kaiser Permanente, are not eligible for compensation under these bonus programs.
- The new program is effective May 1, 2021, through December 31, 2021, and replaces all existing incentive programs.
- Agencies not qualified as of May 1, 2021, can attain qualification during the year.
- All Kaiser Permanente health plan products qualify.
- This program does not affect commission payments; bonus program rewards are paid in addition to scheduled commission payments.
- Kaiser Permanente will only pay compensation to brokers who are appropriately licensed and appointed in the jurisdiction in which the group is located.
- Group size is based upon census.
- Eligible employees not enrolled with Kaiser Permanente are not included in the group sales bonus calculation.
- STEP 1 and STEP 2 are paid directly to the broker representative upon the discretionary approval of sales management.
- Broker bonus programs may also include payments resulting from other bonus/incentive programs offered by Kaiser Permanente.
- Brokers are responsible for complying with all legal requirements regarding disclosure of compensation by Kaiser Permanente in the form of commissions, bonuses, and other rewards.
- Kaiser Permanente reserves the right to change the terms and conditions of this program after the end of the designated period of the program.
- Kaiser Permanente 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 Kaiser Permanente policy and applicable law. Brokers who fail to meet the provisions of the Kaiser Permanente broker/agent agreement are not eligible for payment.

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