



**COVERED CALIFORNIA HEALTH PLANS  
THE KAISER PERMANENTE MEMBER EXPERIENCE**  
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# Renewal and Open Enrollment Countdown

11 days until the Renewal Period

- October 12, 2015

31 days until Open Enrollment

- November 1, 2015

# Outreach and Sales Webinar Series

Webinar Series	Description	Date	Time
Kaiser Permanente Member Experience	For partners to learn about the consumer journey once they have selected Kaiser on the consumer's application.	Thurs, 10/1	2-3
Renewal Consumer Journey	For partners to learn about the consumer's renewal journey and new functionality in the single streamlined application.	Wed, 10/7	2-3
Covered California Health Plans	Covered California discusses 2016 updates to Covered California Health Plans and standard benefit design benefits.	Wed, 10/14	11-12
Covered California Health Plan Regional Rates	Regional Rate and Plan Information Booklet overview – Helping Consumers Better Understand Their Enrollment Options	Wed, 10/21	10-11
Department of Managed Health Care (DMHC)	For partners to learn about DMHC, their regulatory function, and how they service consumers.	Weds, 10/28	2-3
Oscar Health	For partners to learn about the consumer journey once they have selected Oscar Health on the consumer's application.	Wed, 11/4	2-3
Open Enrollment Update	Additional information for partners to learn about renewal and open enrollment functionality, policy, changes, etc.	Tues, 11/17	2-3
IRS and the U.S. Department of Labor: The ACA and the Individual and Employer Responsibility	For partners to learn about the Affordable Care Act provisions concerning the Individual Responsibility Mandate and Employer Shared Responsibility. Join us for a discussion about the mandate, penalties, and minimum standard value.	Thurs, 12/10	2-3
United Health Insurance	For partners to learn about the consumer journey once they have selected United Health on the consumer's application.	TBD	TBD

# together in good health

see how easy healthy can be



Covered California

Vonya Taylor, Sr. Exchange

Operations Consultant

10/1/2015

# Three ways we make good health easier

- **Quality care.** We do what it takes to help you get healthy, and partner with you to be your own health advocate which leads to better outcomes.
- **Convenient care.** We offer care and coverage together, so you get all you need to live well in one easy-to-use package.
- **Choice.** We give you lots of options, from your choice of great doctors, to different ways to access care, to many convenient locations—so staying on top of your health is easier.



# main reasons to choose **Kaiser Permanente**

## A healthy partnership

- **Choose your own personal doctor.** Browse our online doctor profiles and choose one that's right for you. And you can change doctors at any time, for any reason.
- **Easy access to specialists.** Referrals are not needed for certain departments like obstetrics-gynecology, psychiatry, chemical dependency and drug addiction.
- **Great doctors working together as a team.** You have the support of an entire care team who works together and is connected through your electronic health record, so you get the right care at the right time.\*
- **Care to meet our diverse membership.** Many of our doctors and staff speak more than one language, and we offer interpreter services by phone in over 140+ languages, so your get personalized care.

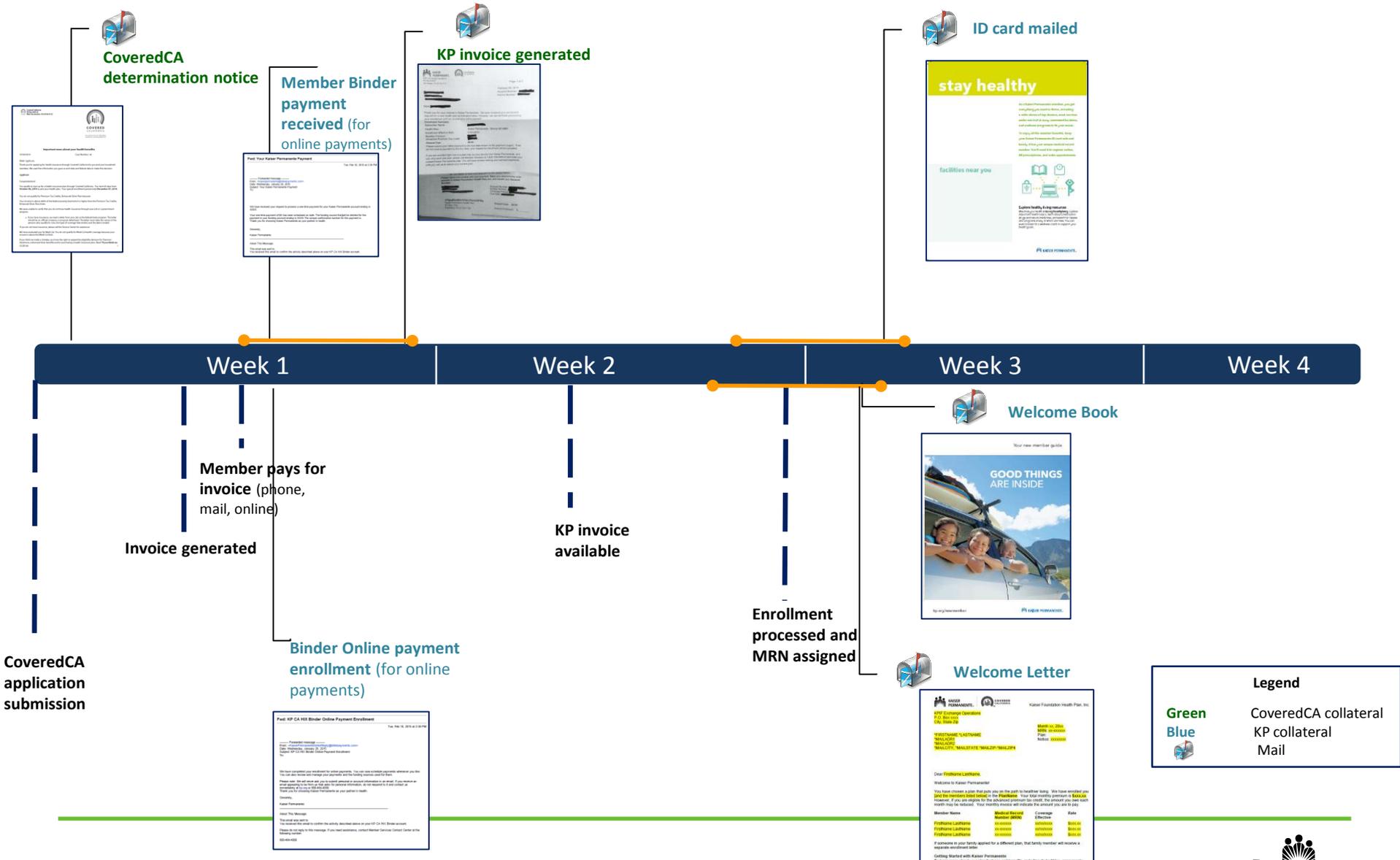
\*When you receive care at Kaiser Permanente facilities.

## Great care, great results

- **Leaders in preventive care.** We have the highest ratings in 15 preventive screenings\*, helping us catch problems early and improve the health of our members.
- **Comprehensive care when you need it.** For serious conditions like diabetes or heart disease, you're automatically enrolled in a disease management program to help you get it under control.
- **Cutting-edge research and care.** We have 7 research centers, where more than 2,000 studies are going on at any given time to find better ways to prevent and treat health problems.
- **Innovation working for you.** Through our advanced electronic health record system, your care team can see your medical history, allergies, and what tests and screenings you're due for so they can help keep you up-to-date.+

\*Ratings based on 2013 performance results for commercial and Medicare plans from the Healthcare Effectiveness Data and Information Set (HEDIS) published by the National Committee for Quality Assurance. For more information, visit [ncqa.org](http://ncqa.org). +When you receive care at Kaiser Permanente facilities.

# New Member Onboarding Experience



**Legend**

- Green CoveredCA collateral
- Blue KP collateral
- Mail

# New Member Welcome Program Summary

## Touchpoints summary across four phases

### Getting to Know You

The 1<sup>st</sup> 45 Days

PCP Selection

ID Card +  
ID Card Carrier



Welcome Call



Welcome "Book"



PCP Selection  
Outreach



Welcome to  
my Practice  
Communications



### Building our Relationship

Pharmacy  
Transfer



PMG Pre-  
Visit Outreach



Pre-Visit Deduc-  
tible Outreach



First PCP Visit



Post-Visit  
Follow-up



Post-Visit  
Deductible  
Outreach



Bill Messaging



### Connecting & Investing in You

Ongoing Loyalty  
& Engagement  
Outreach\*

\*Examples include: KP  
Wellness Activities,  
Welcome to our Farmers  
Market

### Reinforcing our Value

We're Here For  
You Outreach  
(3 months)



Kp.org Registration  
Reminder\*  
(4 months)



"Value Add"  
Outreach\*  
(6 months)



Health Goals  
Outreach  
(9 months)



Outreach to  
Drive Care



For members  
with a deductible



Mail



Phone



Digital



Email



In-Person

- Our materials are designed to make it easy for our new members to **understand how get started.**
- Our messaging ensures that all New Member communications are saying the right things with **clear & simple call to action messaging.**



### Getting care

To enjoy all your Kaiser Permanente benefits, keep your member ID card with you at all times. It has your unique medical record number on the front. You'll need it to register on [kp.org](http://kp.org), make appointments, fill prescriptions, and receive services and care.

**The care you need, when you need it**

As a Kaiser Permanente member, you have access to a full range of care, including:

- Routine care
- Urgent care
- Emergency care\*

**Advice whenever you need it**

If you'd like to make an appointment or you're not sure what kind of care you need, we're here to help. Our advice nurses are available 24 hours a day, 7 days a week to answer your questions and help you get the right care for your symptom or condition.

**Get started today!**

Call us at **1-888-956-1616**, Monday through Friday, 7 a.m. to 7 p.m. (for TTY, call **711**), or go to [kp.org/newmember](http://kp.org/newmember).

\*If you reasonably believe you have an emergency medical condition, call **911** or go to the nearest hospital. An emergency medical condition is a medical or psychiatric condition that a reasonable person would believe requires immediate medical attention to prevent serious jeopardy to his or her health. For the complete definition of an emergency medical condition, please refer to your Evidence of Coverage.

Go to [kp.org/newmember](http://kp.org/newmember) today.

## Welcome to Kaiser Permanente

### 3 easy steps to get started!

**Step 1:**  
Choose your doctor – and change anytime

Getting you connected with a doctor who suits your individual needs is the first priority. Choose from a wide range of great doctors. And, remember – you can change for any reason, at any time. Browse our online doctor profiles at [kp.org/newmember](http://kp.org/newmember) and choose a doctor there. Or call us at **1-888-956-1616**, Monday through Friday, 7 a.m. to 7 p.m. For TTY, call **711**.

**Step 2:**  
Register on [kp.org](http://kp.org)

Next, let's get you plugged in to your online gateway to great health – [kp.org](http://kp.org). Once your coverage begins, you can register on [kp.org](http://kp.org) and start using the many time-saving features. You can email your doctor's office, view most lab results, and so much more – from anywhere, anytime.\*

Registering is easy! Go to [kp.org/newmember](http://kp.org/newmember) from a computer (not a mobile device) and follow the sign-on instructions.

\*These features are available when you get care at Kaiser Permanente facilities.

**Step 3:**  
Get prescriptions

Finally, we'll help you transition your prescriptions to Kaiser Permanente. We make it easy with just a call or a click. Have your prescription information handy and we'll take care of the rest. Simply give us a call at **1-888-956-1616**, Monday through Friday, 7 a.m. to 7 p.m. (for TTY, call **711**), or go to [kp.org/newmember](http://kp.org/newmember) and follow the steps.

### Facilities near you

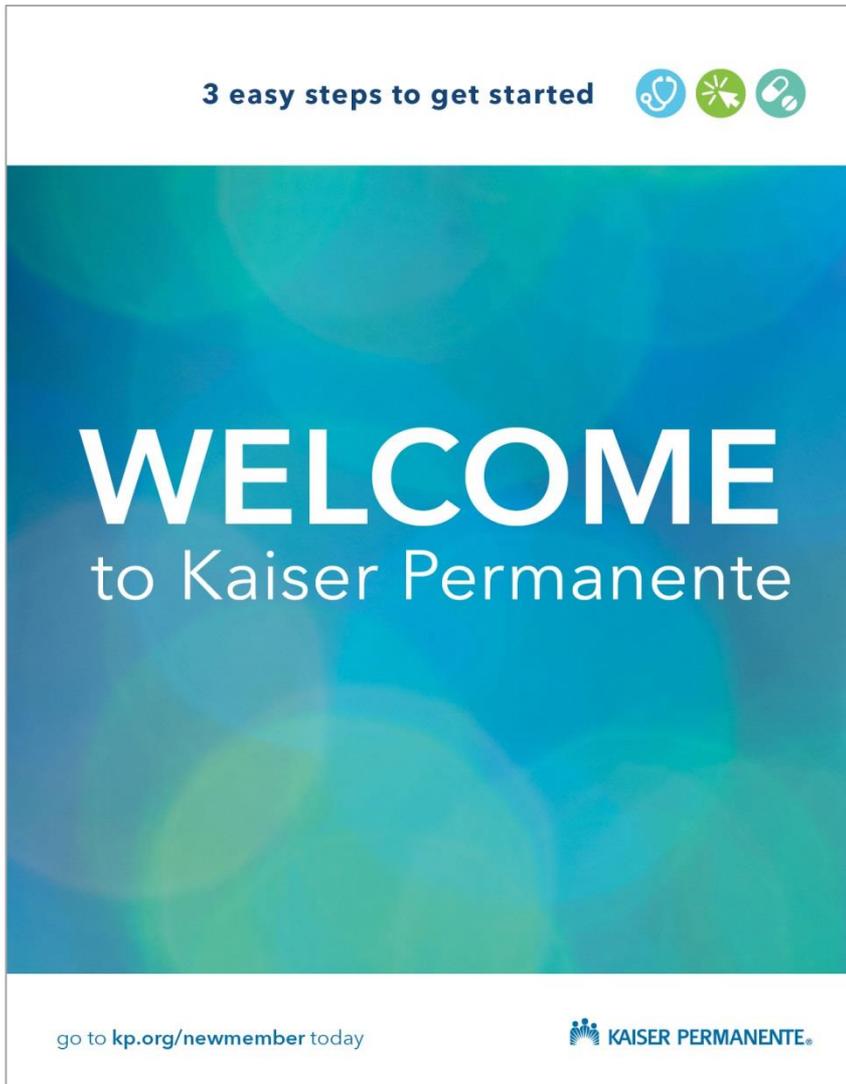
<p><b>Bonita Medical Offices</b> 3955 Bonita Rd. San Diego</p> <p><b>Bonita Medical Offices</b> 1630 E. Main St., El Cajon</p> <p><b>Carlsbad Medical Offices</b> 4660 Avenida Encinas</p> <p><b>Carmel Valley Medical Offices</b> 3851 Shaw Ridge Rd., San Diego</p> <p><b>Claymont Mesa Medical Offices</b> 760 Claymont Mesa Blvd. San Diego</p> <p><b>El Cajon Medical Offices</b> 250 Inverlodge Dr. San Diego</p> <p><b>Escondido Medical Offices</b> 732 N. Broadway</p> <p><b>Garfield Specialty Center</b> 5893 Copley Dr., San Diego</p> <p><b>La Mesa Medical Offices</b> 8080 Parkway Dr.</p> <p><b>Mission Bay Medical Offices</b> 3033 Juniper Hill St., San Diego</p> <p><b>Oceanside Medical Offices</b> 3609 Ocean Ranch Blvd., Suite 104</p>	<p><b>Otay Mesa Medical Offices</b> 4650 and 4660 Palm Ave. San Diego</p> <p><b>Point Loma Medical Offices</b> 3250 Fordham St. and 3240 Kinyon St., San Diego</p> <p><b>Rancho Bernardo Medical Offices</b> 17140 Bernardo Center Dr. San Diego</p> <p><b>Rancho San Diego Medical Offices</b> 3875 Avocado Blvd., La Mesa</p> <p><b>San Diego Medical Center</b> 4647 Zion Ave.</p> <p><b>San Marcos Medical Offices</b> 400 Craven Rd.</p> <p><b>Vandever Medical Offices</b> 4405 Vandever Ave., San Diego</p> <p><b>Vista Medical Offices</b> 780 Shadelodge Dr.</p> <p><small>*Affiliated Plan facilities*</small> <b>Palomar Medical Center</b> 2185 W. Citracado Pkwy. Escondido</p>
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MMCA10

\* Affiliated Plan facilities provide selected inpatient and/or outpatient hospital and emergency services. Use of the Emergency Department for urgent care may not be paid for by Kaiser Permanente.

Missed message: 10/28/10 July 2010

**KAISER PERMANENTE.**



## Greetings, Let's Get Started!

### Features Include:

1. Quick Start Steps!
  - Choose and change your doctor – anytime
  - Register on [kp.org](https://kp.org)
  - Get Prescriptions
  - Getting Care
2. Local facilities information & resources
3. Recourses for healthy Living
4. Getting Care while travelling
5. Key Healthcare Terms
6. Member Services & Contact Information

## Care the way you want it

### Many convenient options for getting and managing your care.

- **Call our advice nurses 24/7.** They will assess your situation and help you decide what to do or make an appointment for you to get care.
- **Choose how you want to have your appointment.** See your doctor in person, or schedule either a telephone or video appointment, when appropriate and where available.
- **Email your doctor anytime.** Send your doctor's office an email with nonurgent questions and get a response usually within 48 hours—often sooner.
- **Manage your care online at [kp.org](https://kp.org).** Make and cancel routine appointments, refill prescriptions, see most lab test results, and more.
- **Use the Kaiser Permanente app.** Download our app to your smartphone and use all the online features of [kp.org](https://kp.org) from your phone, plus find locations near you, and more.

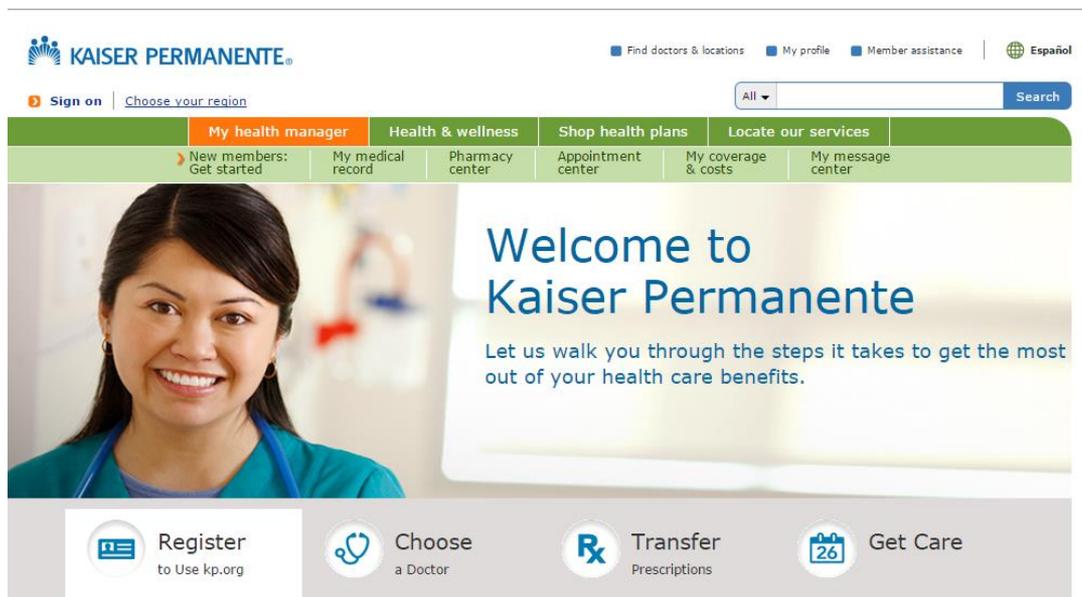
## Healthy resources

- **Health classes:** Choose from more than 3,800 classes and support groups offered at our facilities.\*
- **Healthy lifestyle programs:** Our personalized online programs can help you lose weight, reduce stress, quit smoking, and more—at no cost to members.
- **Wellness coaching:** Our wellness coaches will work on-on-one with you to help you achieve your health goals—no cost to members, and no referrals needed.
- **Special rates for members:** Get reduced rates on variety of products and services, like gym memberships and massage therapy through ChooseHealthy.†
- **Online wellness tools:** You have access to health calculators, podcasts, recipes, fitness videos and more on our award-winning website **kp.org**.

\* Classes vary at each location and some may require a fee. †ChooseHealthy is a product of American Specialty Health Administrators, Inc., a subsidiary of American Specialty Health Incorporated (ASH). ChooseHealthy and the ChooseHealthy logo are federally registered trademarks of ASH. Please note that this is a discount program; it is not insurance.

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# Kaiser Permanente New Member Website



How do I get started?

[Watch this video](#) to see how easy it is to register on kp.org, choose a doctor, transition your prescriptions, and get care.

Why register?

When you register, you can securely access many time-saving tools and resources; you'll be able to view most lab results, refill most prescriptions, email your doctor's office, schedule routine appointments, and more. After registering, [download the KP App](#) to use these secure features on your smart phone.

How do I register?

Registering is easy! As soon as your coverage begins, just click "Register on kp.org" and follow the instructions. You'll need:

- Your health/medical record number, which you can find on your member ID card

## Convenient locations and access

- **Many services under one roof.** At most of our facilities you can see your doctor or specialist, get a lab test or X-ray, and pick up medications—so you can save time by doing more in one visit.
- **Convenient access.** Many of our facilities offer same-day, next-day, after-hours, and weekend services for easier care.
- **Get care anywhere.** We have lots of convenient locations, and you're not tied to just one. You can see different doctors at different facilities for yourself or your family.
- **Get care away from home.** You're covered for emergency and urgent care when traveling away from home.

## New facilities in Northern California

- San Francisco/Mission Bay Medical Offices set to open March 2016
- San Rafael Medical Center Emergency Department expansion now open



Opened in 2014:

- Oakland Medical Center
- Redwood City Medical Center
- San Leandro Medical Center

# New facilities in Southern California



Now open:

- Diamond Bar Medical Offices expansion
- South Bay Medical Center North Hospital

2015:

- Downtown LA Hope Street and Manhattan Beach medical offices
- Tehachapi Medical Offices
- Orange County Radiation Oncology Center

2016:

- Santa Monica Medical Offices

2017:

- San Diego Central Hospital

# The Path To Better Health Begins at Your Fingertips

- [kp.org/10000steps](https://kp.org/10000steps) – a pedometer/walking program<sup>2</sup>
- [kp.org/allergies](https://kp.org/allergies) – tips for living better with allergies
- [kp.org/arthritis](https://kp.org/arthritis) – help with managing arthritis
- [kp.org/asthma](https://kp.org/asthma) – tips for living better with asthma
- [kp.org/audio](https://kp.org/audio) – guided imagery audio programs
- [kp.org/cam](https://kp.org/cam) – complementary and alternative care
- [kp.org/children](https://kp.org/children) – information on children’s health
- [kp.org/choosehealthy](https://kp.org/choosehealthy) – complementary care services
- [kp.org/classes](https://kp.org/classes) – Health Education classes
- [kp.org/colds](https://kp.org/colds) – prevention tips and care for colds
- [kp.org/depression](https://kp.org/depression) – tools for dealing with depression
- [kp.org/diabetes](https://kp.org/diabetes) – tips for living better with diabetes
- [kp.org/espanol](https://kp.org/espanol) – online content in Spanish
- [kp.org/facilities](https://kp.org/facilities) – facility directories
- [kp.org/fitness](https://kp.org/fitness) – information on improving fitness
- [kp.org/flu](https://kp.org/flu) – prevention tips and care for the flu
- [kp.org/healthdecisions](https://kp.org/healthdecisions) – care decisions made easier
- [kp.org/healthyaging](https://kp.org/healthyaging) – living well longer
- [kp.org/healthylifestyles](https://kp.org/healthylifestyles) – digital coaching programs<sup>3</sup>
- [kp.org/healthyliving](https://kp.org/healthyliving) – tools for living a healthier life
- [kp.org/health](https://kp.org/health) – health encyclopedia and symptom checker
- [kp.org/heart](https://kp.org/heart) – help with maintaining a healthy heart
- [kp.org/medicalstaff](https://kp.org/medicalstaff) – medical staff directories
- [kp.org/medications](https://kp.org/medications) – drug encyclopedia
- [kp.org/menshealth](https://kp.org/menshealth) – health information for men
- [kp.org/mindbody](https://kp.org/mindbody) – ways to gain mind-body balance
- [kp.org/myhealthmanager](https://kp.org/myhealthmanager) – do more with secure online features<sup>3</sup>
- [kp.org/naturalmedicines](https://kp.org/naturalmedicines) – a guide to herbs and supplements
- [kp.org/newmember](https://kp.org/newmember) – how to take advantage of membership
- [kp.org/nutrition](https://kp.org/nutrition) – ways to eat for better health
- [kp.org/pain](https://kp.org/pain) – information on pain management
- [kp.org/pregnancy](https://kp.org/pregnancy) – health information for mom and baby
- [kp.org/prevention](https://kp.org/prevention) – keys to health through preventive care
- [kp.org/quitsmoking](https://kp.org/quitsmoking) – a guide to smoking cessation
- [kp.org/vidasana](https://kp.org/vidasana) – Spanish digital coaching programs<sup>3</sup>
- [kp.org/video](https://kp.org/video) – health videos
- [kp.org/weight](https://kp.org/weight) – help with achieving a healthier weight
- [kp.org/womenshealth](https://kp.org/womenshealth) – health information for women

- **Member Services – 1-800-464-4000 (English)**

**1-800-788-0610 Spanish**

**1-800-757-7585 Chinese dialects**

**1-800-777-1370 TTY for the hearing/speech impaired**

**Deductible Plan –Member Estimates 1-800-390-3507**

## Websites

- [www.kp.org](http://www.kp.org) – Kaiser Permanente’s main website
- [www.kp.org/newmember](http://www.kp.org/newmember) - Kaiser Permanente’s New Member website
- [www.kp.org/memberestimates](http://www.kp.org/memberestimates) - get personalized estimates for scheduled services
- [www.kp.org/deductibleplans](http://www.kp.org/deductibleplans) - learn more about what to expect if you are on a deductible plan

# Thank you for attending today's meeting

Remember:

- We engage with members often to keep them informed, healthy and thriving