

Guided Buying Journey Website Placement

November 2023

Contents

(01) What we're showing

Page locations



01

What we're showing



What we're showing

Guided Buying Journey (GBJ)

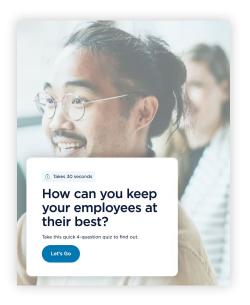
The GBJ will live, in part of the KP website. To that end, the page locations where it is to be placed are an important consideration in the design/dev process.

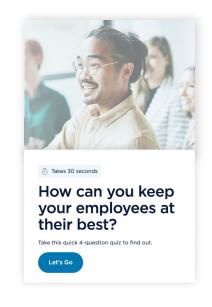
These are not necessarily the only places where the GBJ can exist, but they are strategic moments in which we might deliver our message. The following screens do not represent a final design solution. Rather, they show placement on the site intended to align with those relevant moments.



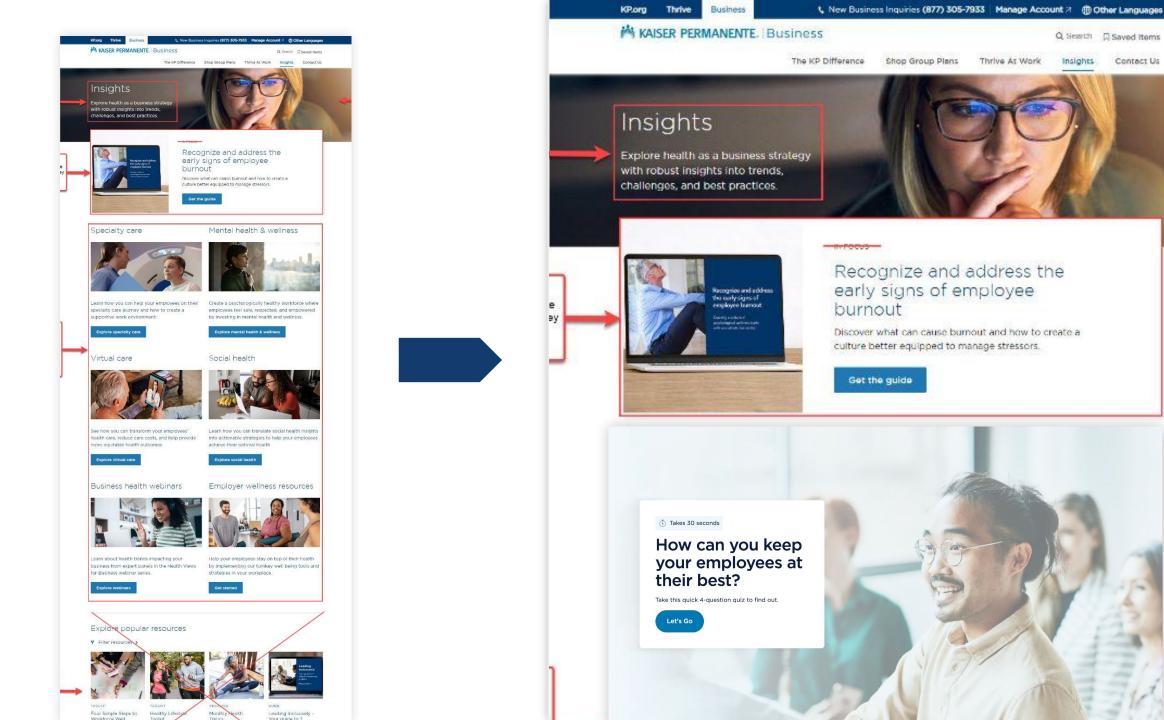
02 Page locations







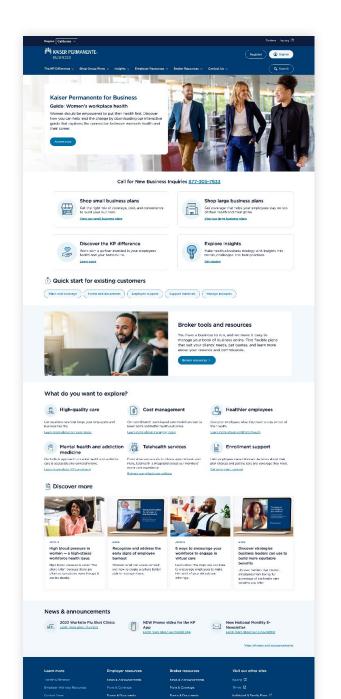




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Insights



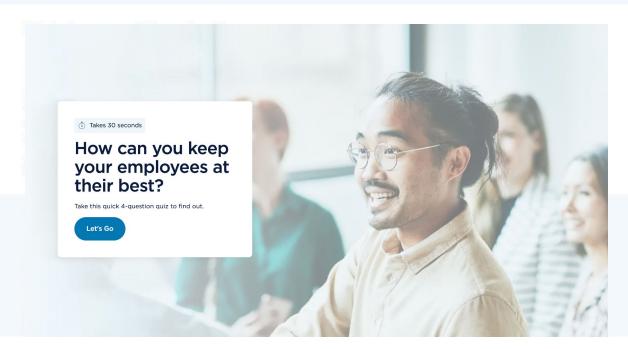
Plans and coverage Forms and documents (Employee support Support materials) (Manage accounts



Broker tools and resources

You have a business to run, and we make it easy to manage your book of business online. Find flexible plans that suit your clients' needs, get quotes, and learn more about your rewards and commissions.

Broker resources >



What do you want to explore?



business healthy.

Learn more about our care model.

High-quality care

Get excellent care that keeps your employees and



Cost management



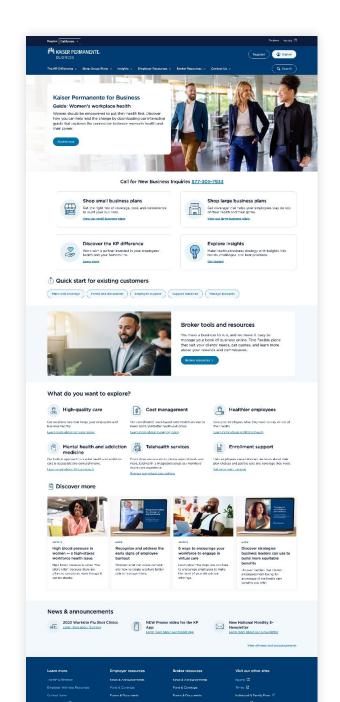
Healthier employees

Our coordinated, team-based care model can lead to lower costs and better health outcomes.

Learn more about managing costs

Give your employees what they need to stay on too of their health.

Learn more about workforce health.





manage your book of business online. Find flexible plans that suit your clients' needs, get quotes, and learn more about your rewards and commissions.

Broker resources >

What do you want to explore?



business healthy.

High-quality care

Our holistic approach to mental health and addiction

Get excellent care that keeps your employees and

Mental health and addiction

Learn more about our care mode.



Cost management

Our coordinated, team-based care model can lead to lower costs and batter health outcomes.

Learn more about managing costs



Telehealth services

From video and exhibits to phone appointment- and more, telehoolth is integrated across our members' entire care experience.

Explore our virtual care options



Healthier employees

Give your employees what they need to stey on too of their health.

Learn more about workforce health



Enrollment support

Help employees make informed decisions about their plan choices and get the care and coverage they need.

Get errollment support



medicine

care is accessible and comprehensive.

Learn more about KP's approach



Takes 30 seconds

How can you keep your employees at their best?

Take this quick 4-question quiz to find out.





ADE

Recognize and address the early signs of employee burnout

Discover what can cause currout and how to create a culture better able to manage stress.



ABTICLE

6 ways to encourage your workforce to engage in virtual care

Learn about the steps you can take to encourage employees to make the most of your virtual care offerings.



GUDE

Discover strategies business leaders can use to build more equitable benefits

Uncover berriers that prevent employees from taking full adventage of the health care denafits you offer.

News & announcements



2023 Worksite Flu Shot Clinics Learn more about flu shots

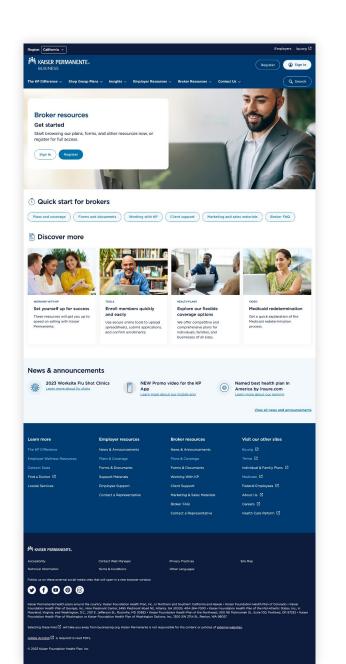


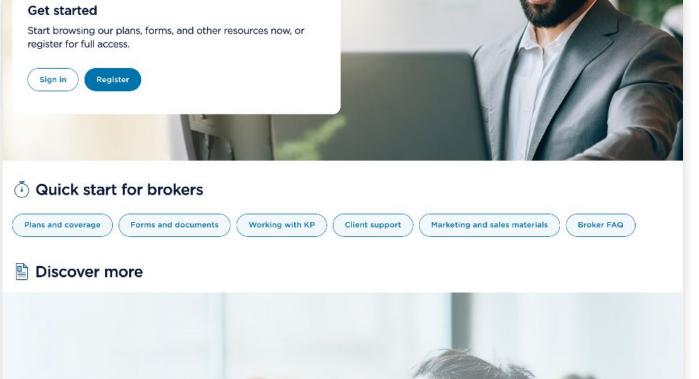
NEW Promo video for the KP App Learn Tore about our mobile app

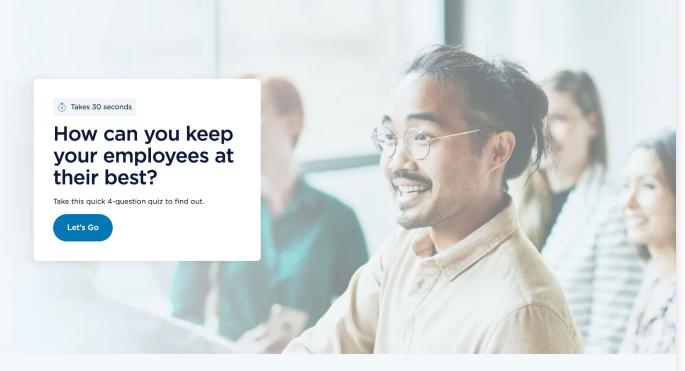


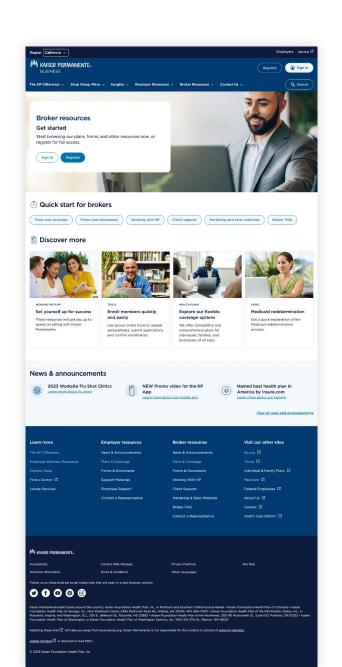
New National Monthly E-Newsletter

Learn more about our e-newsletter









Quick start for brokers

Plans and coverage

Forms and documents

Working with KP

Client support

Marketing and sales materials

Broker FAQ

Discover more





How can you keep your employees at their best?

Take this quick 4-question quiz to find out.





TOOLS

Enroll members quickly and easily

Use secure online tools to upload spreadsheets, submit applications, and confirm enrollments.



Explore our flexible coverage options

HEALTH PLANS

We offer competitive and comprehensive plans for individuals, families, and businesses of all sizes.



VIDEO

Medicaid redetermination

Get a quick explanation of the Medicaid redetermination process.

News & announcements



2023 Worksite Flu Shot Clinics

Learn more about flu shots



NEW Promo video for the KP App

Learn more about our mobile app



Named best health plan in America by Insure.com

Learn more about our ranking

View all news and announcements

Visit our other sites Learn more **Employer resources Broker resources** News & Announcements Kp.org 🖸 The KP Difference News & Announcements Thrive Z Employer Wellness Resources Plans & Coverage Contact Sales Forms & Documents Forms & Documents Individual & Family Plans 🖸 Find a Doctor 🖸 Medicare 🗹 Support Materials Working With KP

Excellent care that keeps employees and businesses healthy

When your employees are healthy, your cusiness on these Catching or avoiding problems before liney become serious is one of the ways we maximize the health of your workforce and minimize health care costs. And when your employees need energialized care, we bring highly qualified care teams together to return them to



Physician- ed, patient-centered care - that's Permanente Medicine

On the road to recovery, a member's personal doctor leads the way. Kaiser Permanente doctors prectice Permanente Medicine — using evidence based treatment and beneative betweeping to deliver personalized rare. And our integrated mobil means doctors over't burdened by the business of running a protoco — as they can focus or what's best for our members. Our physic ansiste empowered to make introduct core docusions, but our members visice is

Specialty care

Kaiser Permanente has one of the nation's largest multispeciality medical groups. Our highly skilled, experienced specialists in encology, cardioc care, perinatology, and other specialty care disciplinas are among the best in the world. Our doctors and specialists deliver coordinated care that's supported by industry leading research, advanced medical accordingly, top-notch facilities, and efficient world ows, tools, and systems.

Health care that's easy to navigate

Keiser Termanente melessigetting high-quality, personalitied care easy by providing built-in support that enables your ampleyeas to access care and order that health. There's no head to waste time and morey on unconnected third-party vendors or extra administrators to got or manage care — that is a botter value for your pushings.

Your employee chooses a personal coefer who acts as an advector, connecting them to specialists and helping them get the right care. Doctors and care feams have a complete picture of your employee's health at their

Your employee cortners with their doctor to create a core clan, including industry-leading prevention based on their individual risk factors. When your employee is due for care or needs to refil a prescription, their care team lets them



Support for engoing conditions

Ongoing condition management is built into your employee's plan, from prevention to comprehensive cere. Our approach to proactive prevention, early detection, and effective treatment can help protect your business - and improve your employees' health and we ness overal

Help is a call or click away

Your employees can call Regional Member Services for help including modeol advice, scheduling appointments, or billing inquiries — and email their doctor's office with non-urgent health questions. With Kaiser Permanente's award winning app and kplorg,

Our new member onboarding progrem guides your employees so they can quickly trensfer prescriptions, find a control and start gening seek. When an employee visits most of our facilities, they can see their doctrol get a lab test, and go to the paramacy in our stop. Tills, they can go support with some day visitual cara around that docks and

At Kaisar Parmanenta, averyona is on a shared mission to keep your employees as healthy as possible - leading to more officiencies and lower costs for your business. With no hidden fees and clear and simple billing, your business

Meet a few of our specialists

Keiser Permanente physicians are passionate about delivering excellent specialty cere.



My philosophy of care is that the best way to take core of a patient is to care about the content waich is why Heigard the Kaiser Recognization

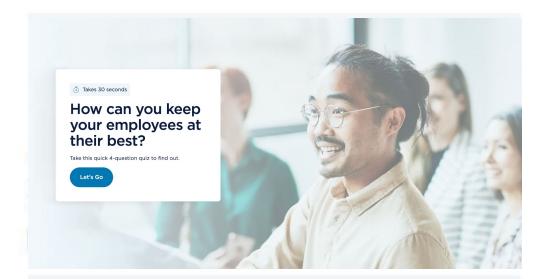




Managing costs outside of the medical office

While many members still see their doctors in an office setting, more than half of our members choose to access nextgeneration care that's convenient and cost-efficient.2 Whether emailing their doctor's office through their online health record or visiting a retail clinic, members can use sophisticated telehealth options to stay at their best.

Learn more about telehealth options



Our care approach in action



One department store chain added Kaiser Permanente's occupational health program and experienced dramatic workers' compensation cost reductions.



Workers' compensation costs are rising at an alarming rate. Macy's, Inc. was able to control these expenses with an occupational health program from Kaiser Permanente.

M KAISER PERMANENTE. Business

Kaiser Permanente

A Better Way to manage your health care costs

Your budget is important to your business. And as health care costs continue to rise, maintaining a competitive benefits package while keeping costs in check is becoming more challenging than ever.

A fresh look at health care

At the core, what do you think a health care partner should deliver? With our coordinated, team-based model, we're able to provide the right care at the right time, which helps reduce unnecessary treatments and improves patient ongagement. This leads to lower costs, as well as better population health outcomes. This approach is a key reason why we're able to bring high-quality, affordable care to our more than 12 million members across the country.

How team-based care gives you more

- Doctors are able to focus on medicine instead of running a practice, which streamlines core and reduces medical errors and
- waste.

 Doctors order only the tests your employees need, reducing duplication and overall costs
- Caregivers can pull up your employee's entire medical history including lab test results. Tests aren't repeated unless they need to be, reducing duplication and overall costs.

Your employees get timely preventive care with vaccinations and health screenings to help avoid or minimize costly chronic conditions and treatments.



Managing costs outside of the medical office

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Find the right plan for your business (877) 305-7933



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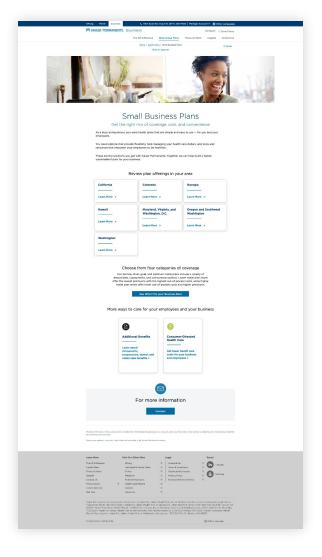
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Choose from four categories of coverage

Our bronze, silver, gold, and platinum metal plans include a variety of deductibles, copayments, and coinsurance options. Lower metal plan levels offer the lowest premiums with the highest out-of-pocket costs, while higher metal plan levels offer lower out-of-pocket costs and higher premiums.

See What Fits your Business Best

More ways to care for your employees and your business







The tax references in this website are provided for informational purposes bnly. Consult with your financial or tax sovietr or attorney for advice about federal and state income tax laws.

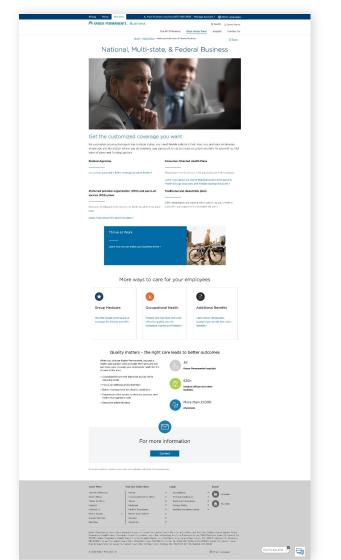
Some plan options, products, and riders not available in all Kalser Permanente areas.

Learn More	Visit Our Other Sites		Legal		Social	
The KP Difference		KRorg	7	Accessibility	71	LinkedIn
Health Plans		Individual & Family Plans	71	Terms & Conditions	7	U Linkson
Thrive At Work		Thrive	71	Technical Information	7	
Insights	7	Medicare	7	Privacy Policy	7	YouTube
Contact Us		Federal Employees	71	Nondiscrimination Notice	7	
Find a Doctor	7	Health Care Reform	7			
Locate Services		Careers	71			
Site Map		About Us	7			

Kalser Fernandic health place around the country Kalser Foundation Health Flam, Int. in Northern and Stochern Cellfornia and Levali * Kalser Foundation Health Plan of Colorado * Kalser Foundation Health Plan of Sergis, Inc., In Northern and Stochern Cellfornia and Levali * Kalser Foundation Health Plan of the Northwest Selection, Inc. in Maryland, Wrigins, and Washingston, D.C., 2016. Letterson St., Routville, MD 20052 * Kalser Foundation Health Plan of the Northwest 500 NE Multinoman St., Suite 100. Profition Of 19222 * Kaiser Foundation Health Plan of Washingston or Kalser Foundation Health Plan of Washingston Designs, Inc., 2005 MS 2719; IS Review.

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Get the customized coverage you want

As a complex organization spanning multiple states, you need flexible solutions that meet, you and your employees where you are. No matter where you do business, you can count on us to create a custom solution for you with our ful suite of plans and funding options.

Edet us help you build a better strategy for good health ₹. Let us help you build a better strategy for good health ₹. Frijoy lower health care cases for your business and amployees. Learn more about our Health Reimbursement Arrangement, Health Savings Accounts, and Flexible Savings Accounts > Preferred provider organization (PPO) and point-of-service (POS) plans Traditional and deductible plans Ciffer oredictable cost sharing while controlling your monthly costs will our capesyment and iteduct ble plans.

Learn more about PPO and POS plans >



More ways to care for your employees



Quality matters - the right care leads to better outcomes

Preferred provider organization (PPO) and point-of-service (POS) plans



Provider choice + flexibility for your employees

With our PPO or 3-Tier PDS plans, you can get a total health care solution that gives you and your employ fee billity, and convenience.¹

Get the comprehensive coverage you want

PPO Plans



For more information



- . Having 2 tiers of providers to choose from gives your valued employees what they need to be healthier and more engaged every
- With the participating provider network, your employees have the freedom to choose their doctor for each visit no referral is
- In California, Colorado, Georgia, Maryland, Oregon, Virginia, Washington, and the District of Columbia, care is available from the PHCS Network, First Choice Health, or the First Health Network, depending on your group's location.^{2,3} in Kaiser Permanente's Northwest and Georgia regions, care is also available from Kaiser Permanente providers.
- In other states, PPO members can visit Cigna PPO Network providers.⁴
- Exceptions: The Cigna PPO Network isn't available for Kaiser Permanente Washington and Kaiser Permanente Northwest PPO plans. These members can access First Choice Health and the First Health Network.
- Some services, such as outpatient surgery and complex imaging, require precertification.

POS plans

Our 3-Tier PCS plans combine Kaiser Permanente HMO coverage with other in-network and out-of-network options, all in one : convenient plan. Having 3 tiers of providers to choose from gives your valued employees what they need to be healthier and more productive every day.

- . It's a "best of both worlds" solution for you and your amployees.
- Your employees have access to -faiser Permanente providers while maintaining access to any provider of their choice.
- HMO (tier) In-network care from Kaiser Permanente provides the most coordinated care and lowest out-of-pocket costs.
- » Participating provider tier: Members can choose from a nationwide network of participating providers.
- For 3-Tier POS plans in California, Colorado, Maryland, Oregon, Virginia, Washington, and the District of Columbia, care is available from the PHCS Network, First Choice Health, or the First Health Network, depending on your group's location.^{2,3}
- In other states, members can visit Cigna PPO Network providers.⁴
- Exceptions: The Cigna PPO Network isn't available for Kaiser Permanente Washington and Kaiser Permanente Northwest 3-Tier POS plans. These members can access First Choice Health and the First Health Network.
- » Non-participating provider tier: Access to any licensed provider.
- . Some services, such as outpatient surgery and complex imaging, require precertification.

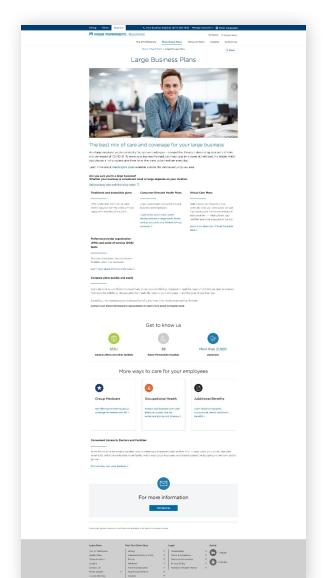




Contact

Some plan options, products, and riders not available in all Kaiser Permanente areas.

¹California: Kaiser Permanente Insurance Company (KPIC), a subsiciary of Kaiser Foundation Health Plan, Inc., underwrites the Out-of-Network coverage consisting of the Participating Provider and/or the Non-Participating Provider Tiers of the POS Plan. Colorado: Kaiser Foundation Health Plan of Colorado. Inc., underwrites the HMO Tier and Kaiser Permanente Insurance Company (KPIC), a subsidiary of Kaiser Foundation Health Plan, Inc., underwrites the Participating Provider Tier and the Non-Participating Provider Tier of the 3-Tier POS Plan. The PPO Plan is fully underwritten by KPIC. Georgia: The Out-of-Area PPO Plan is underwritten by Kaiser Permanente Insurance Company (KPIC), a subsidiary of Kaiser Foundation Health Plan, Inc. Hawaii: Kaiser Foundation Health Plan, Inc. (KFHP), underwrites the Kaiser Permanente provider option. The contracted and non-contracted provider options of this plan are underwritten by Kaiser Permanente Insurance Company (KPIC), a subsidiary of KFHP, Mid-Atlantic States: Kaiser Foundation Health Plan of the Mid-Hantin States (XELID,MAS), independent the Institutional UMO Tear of the DOS Blain Values Decreasionals increases Commence (XBIC) a subsidiary of Value



Offer predictable cost sharing while controlling your monthly costs with our copayment and deductions plans.

Learn more about these health reimbursement arrangements, health savings accounts, and flexible savings

busicess and employees

accounts >

Enjoy lower health care costs for your

With a Kaiser Permanente Virsual Complete John your employees can get high quality care thank both afterdable and convenient — nelping them stay healthlier and more engaged on the job.

Learn more about our Virtual Complete plans >

Preferred provider organization (PPO) and point-of-service (POS) plans

Give your employees more choice and flexibility when they need care.

Learn more about PPO and POS plans >

Compare plans quickly and easily

Complete 5... It is a portfolio or competitively price product afterings designed to meet the needs of mid to large sized businesses. You have the flexibility to choose a plan that meets the needs of your employees — and the goals of your business.

Spend less time managing your employees' benefits and more time moving your business forward.

Contact your Kalser Permanente representative to learn more about Complete Suite.





Group Medicare

We offer award-winning group coverage for retirees over 65 >



Occupational Health

Protect your business with costeffective, quality care for workplace injuries and illnesses >



Additional Benefits

Learn about chiropractic, acupuncture, dental, and vision benefits >

Convenient Access to Doctors and Facilities

Kalser Permanente has medical facilities close to where your employees work and live Arct. In many cases, your doctor, specialist, oharmacist, and more are located in one facility, which means your employees don't have to spend the day going all over town just to get well.

Find services near your business >

for your employees to receive care - and may even reduce health care costs.

Explore virtual care resources





Health Views for Business Webinar — Virtual Care: Innovations beyond the basics

WEBINAR

Experts explore the future of virtual care and provide strategies to help engage a diverse workforce with emerging, digi...

Learn more >



ARTICLE

6 ways to encourage your workforce to engage in virtual care

Learn about the steps you can take to encourage your employees to make the most of your virtual health care offerings.

Learn more >



Virtual Care Forecast for Employers, 2023

Virtual care solutions have evolved a long way from teledoc services. Read the report to see how patients, payers, and p....

Learn more >

REPORT



ARTICLE

Virtual care helps better manage employee chronic conditions and your costs

Learn how to foster a healthier workforce and encourage employees with chronic conditions to remain engaged with their c...

Learn more >



ARTICLE

Prioritize a healthy workforce with access to virtual care

In the face of time constraints, rising care costs, and public health emergencies, discover how to support employees in ...

Learn more >



WEBINAR

Health Views for Business Webinar — Virtual Care

This webinar examines digital solutions being used to support the health and well-being of employees and shares oredicti.

Learn more >



Additional resources you may find helpful



SPECIALTY CARE

Ways you can help your employees prevent cancer...



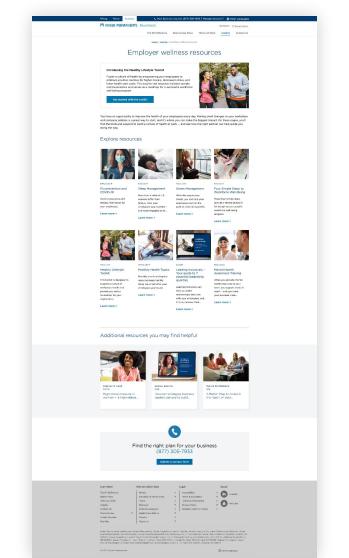
MENTAL HEALTH AND WELLNESS

How to pick a mental health app for your workforce...



THE KP DIFFERENCE

Virtual care — telehealth and digital services at...



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Employer wellness resources

Introducing the Healthy Lifestyle Toolkit

Foster a culture of health by empowering your employees to embrace positive routines for higher morale, decreased stress, and lower health care costs. This easy-to-use resource includes sample communications and serves as a roadmap for a successful workforce well-being program.

Get started with the toolkit



You have an opportunity to improve the health of your employees every day. Making small changes to your workplace and company policies is a great way to start, and it's where you can make the biggest impact. On these pages, you'll find the tools and support to build a culture of health at work — and see how the right partner can help guide you along the way.



Explore resources



RESOURCE Flu prevention and COVID-19

Vaccine resources and testing information for your employees.

Learn more >



TOOLKIT Sleep Management

More than a third of U.S. workers suffer from

Learn more >

fatigue. Help your employees stay healthier and more engaged on th...

TOOLKIT

Stress Management

With this easy-to-use toolkit, you can help your employees start on the path to a less stressed life.

Learn more >



TOOLKIT Four Simple Steps to Workforce Well-Being

These four simple steps provide a tested blueprint for designing a successful workforce well-being

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Explore resources



How can you keep

your employees at

Take this quick 4-question quiz to find out.

their best?

Sleep Management

TOOLKIT

More than a third of U.S. workers suffer from fatigue. Help your employees stay healthier and more engaged on th...

Learn more >



TOOLKIT Stress Management

With this easy-to-use toolkit, you can help your employees start on the path to a less stressed life.

Learn more >



TOOLKIT. Four Simple Steps to Workforce Well-Being

These four simple steps provide a tested blueprint for designing a successful workforce well-being program.

Learn more >

Explore resources



RESOURCE Flu prevention and COVID-19

Vaccine resources and testing information for your employees.

Learn more >



TOOLKIT Sleep Management

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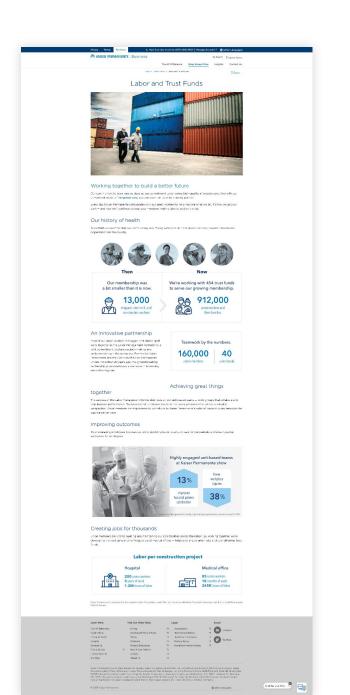


Four Simple Steps to Workforce Well-Being

These four simple steps provide a tested blueprint for designing a successful workforce well-being

Learn more >

TOOLKIT



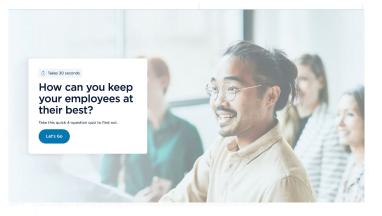
a bit smaller than it is now.



13,000 chipyard, steel mill, and construction workers to serve our growing membership.



912,000 union workers and their families



Our history of health

Since 1945, our membership has come a long way. Today, we're one of the largest unionized, hongrofit has thicase organizations in the country.











Then

Our membership was a bit smaller than it is now.



13,000 shipyard, steel mill, and construction workers Now

We're working with 454 trust funds to serve our growing membership.



912,000 union workers and their families

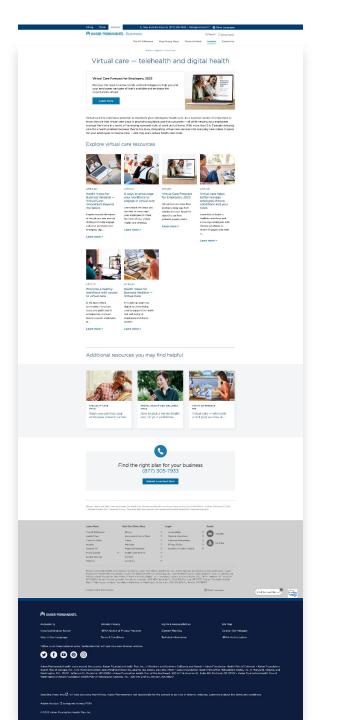
An innovative partnership

Most of our union workers, managers, and clinical staff work together as the Labor Management Parthership, a oint commitment to share decision-making and ombiom-solving in the workplace. Formed by Kalabri Parmanente and the Cosliction of Kalabri Parmanente Unions more than 20 years ago, this groundbreaking partnership gives employed a real voice in improving and collecting care.

Teamwork by the numbers.

160,000 union members

40 union locals



11100000

In the face of time constraints, rising care costs, and public health emergencies, discover

digital solutions being used to support the health and well-being of

This webinar examines

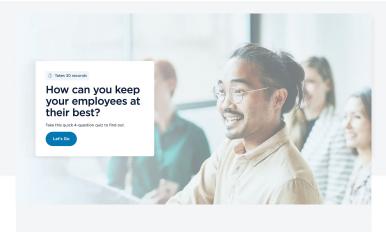
employees and shares

predicti...

how to support employees

Learn more > Learn more >

Additional resources you may find helpful



Find the right plan for your business (877) 305-7933

Submit a contact form

Rhyen, Trace and Weit Times are Longes, for Health Care Services and Result in an Annual Opportunity Cost of 588 (fillion), Altarum, February 22, 2018; *Teichealth Index 2017 Consumer Survey, "American Well, american well, american established and an annual Company of the Company of Services (Services) and Services (Services) and Company of Services (Services) and

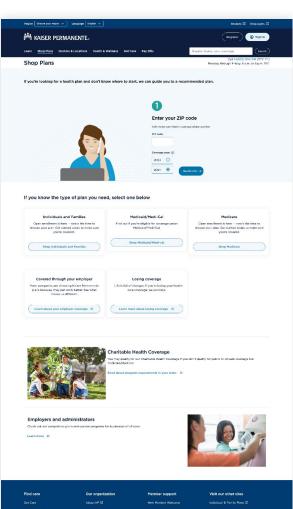
Learn More	Visit Our Other Sites		Legal		Social	
The KP Difference		KP.org	7	Accessibility	71	Linkadin
Health Plans		Individual & Family Plans	7.	Tarms & Conditions	- 71	W
Thrive At Work		Thrive	7	Technical Information	71	0
Insights		Medicare	7	Privacy Policy	71	You Tube
Centact Us		Federal Employees	7	Nondiscrimination Notice	71	
Find a Doctor	21	Health Care Reform	7			
Locate Services		Careers	ス			
Site Map		About Us	7			

Reset Permanents health pains around the country. Gater Foundation Health Plan, Inc., in Northern and Security Color (Amis and Award Foundation Health Plan of Colorado - Kaiser Houndation Health Plan of Colorado - Kaiser Houndation Health Plan of Georgia, Inc., Nuns Pladmont Career Salbs Receiver Health Andrea, A. Abarra, GA. 20053 - Koliser Foundation Health Plan of the Arounds Salas, Inc., in Maryland Virgins, and Vascington, D.C., 2015 F. Lithework St. Bocked a MD. 20055 - Kesser Foundation Health Plan of Virginia and Virginia or Kaiser Foundation Health Plan of Westington or Kaiser Foundation Health Plan of Westington Colors. Inc. 100 509 220 S. Sentra, W. Sentra, W. Spolis, Plan of Westington of Kaiser Foundation Health Plan of Westington Colors. Inc. 100 509 220 S. Sentra, W. Sentra, W. Spolis

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Other Language











If you know the type of plan you need, select one below

Individuals and Families

Open enrollment is here — now's the time to choose your plan. Get started today to make sure you're covered.

Shop Individuals and Families

Medicaid/Medi-Cal

Find out if you're eligible for coverage under Medicaid/Medi-Cal.

Shop Medicald/Medi-cal

Medicare

Open enrollment is here — now's the time to choose your plan. Get started today to make sure you're covered.

Shop Medicare

Covered through your employer

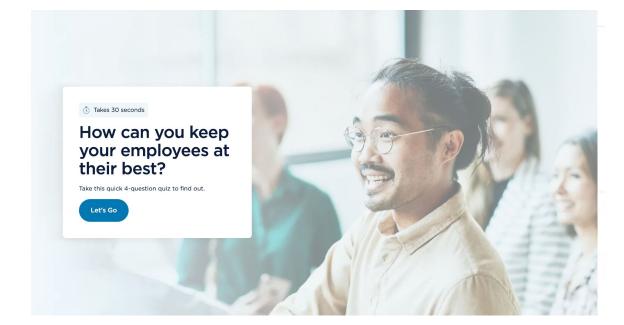
More companies are choosing Kaiser Permanente plans because, they just work better. See what makes us different.

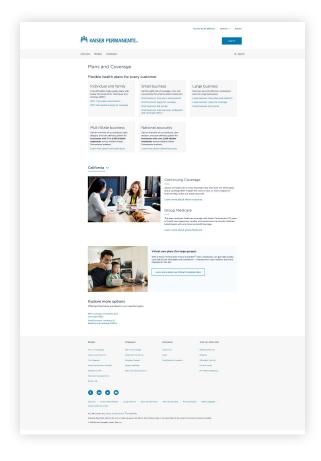
Learn about your employer coverage [2]

Losing coverage

Life is full of changes. If you're losing your health care coverage, we can help.

Learn more about losing coverage [2]







Q Search

Overview Brokers Employers

Plans and Coverage

Flexible health plans for every customer

Individual and family

Find affordable, high-quality plans with Families (KPIF).

KPIF: View plans and products

KPIF: Get quotes & apply for coverage

Small business

Get the right mix of coverage, cost, and convenience for small business customers.

Small business: View plans and products Small business: Apply for coverage Small business: Get quotes

Small business: View Summary of Benefits and Coverage (SBCs)

Large business

Discover our cost-effective, convenient plans for large businesses.

Large business: View plans and products Large business: Apply for coverage

Large business: Get quotes

Multi-State business

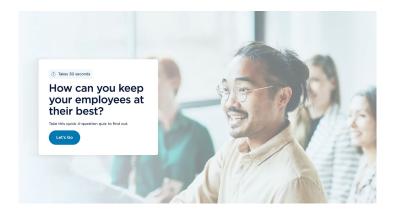
Get an overview of our products, plan designs, and care delivery system for businesses with 51 to 2,999 eligible employees across multiple Kaiser

Learn more about multi-state plans

National accounts

Get an overview of our products, plan designs, and care delivery system for businesses with over 2,999 eligible employees across multiple Kaiser Permanente markets.

Learn more about national accounts



California V



Continuing Coverage

Access to health care is more important now than ever. For information about coverage after a layoff, the costs of care, or how to apply for financial help, check out these resources.

Learn more about these resources

Group Medicare

This plan combines Medicare coverage with Kaiser Permanente's 75 years of health care experience, quality, and convenience to provide Medicare beneficiaries with one inclusive benefit package.

Learn more about group Medicare