



Guided Buying Journey Website Placement

November 2023

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01

What we're showing

What we're showing

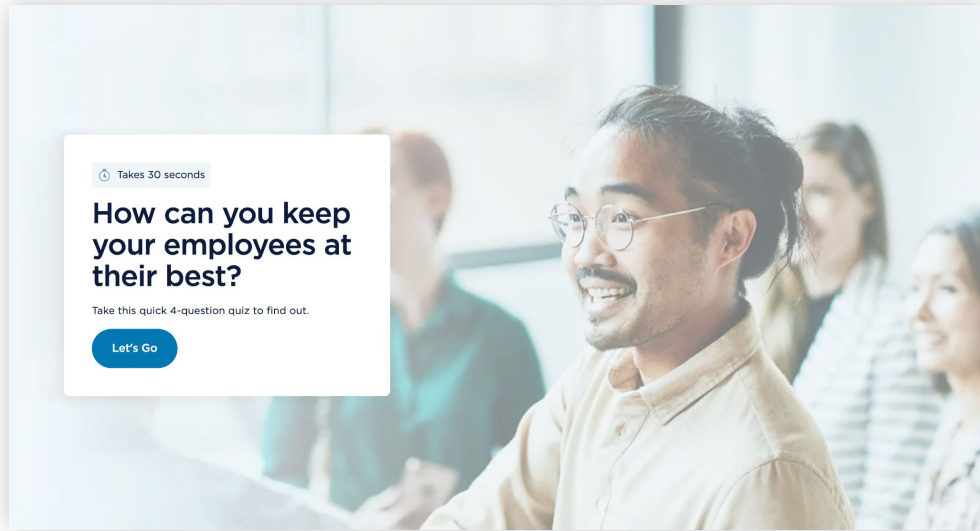
Guided Buying Journey (GBJ)


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

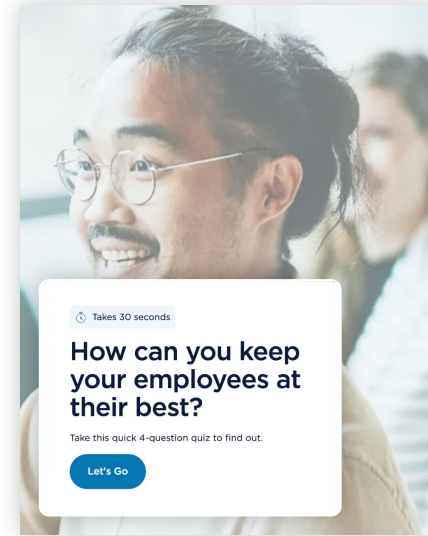



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Take this quick 4-question quiz to find out.

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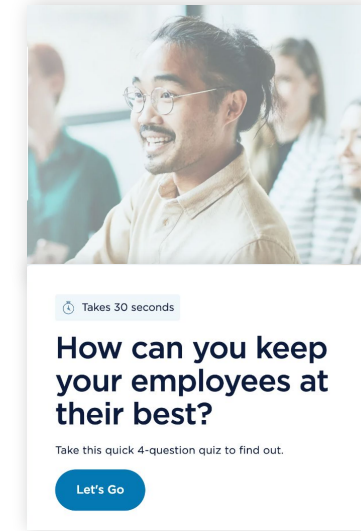



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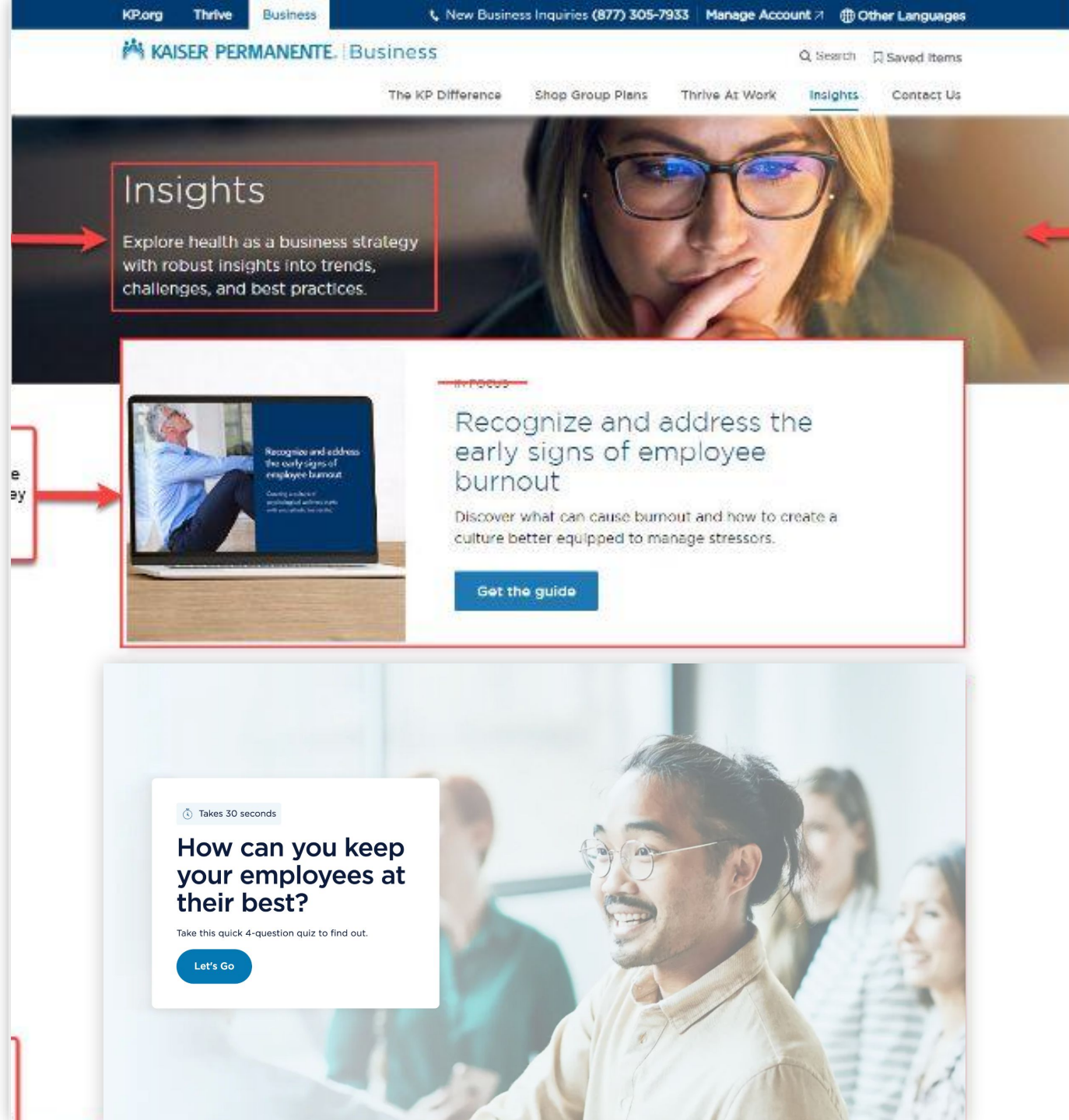
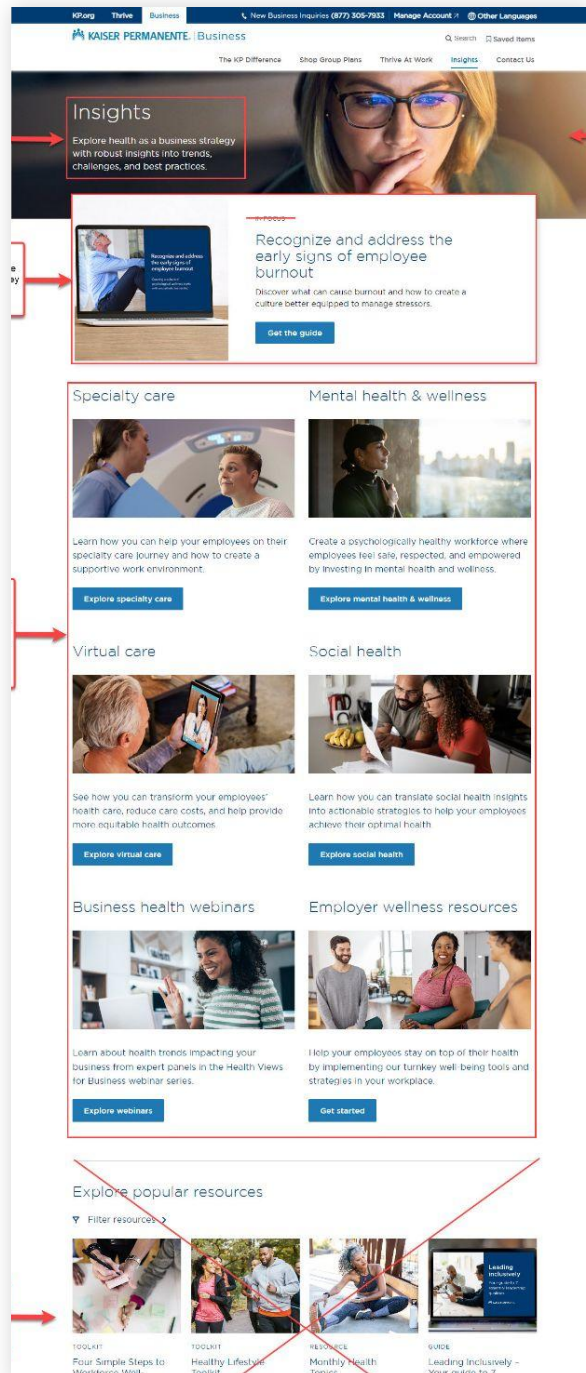


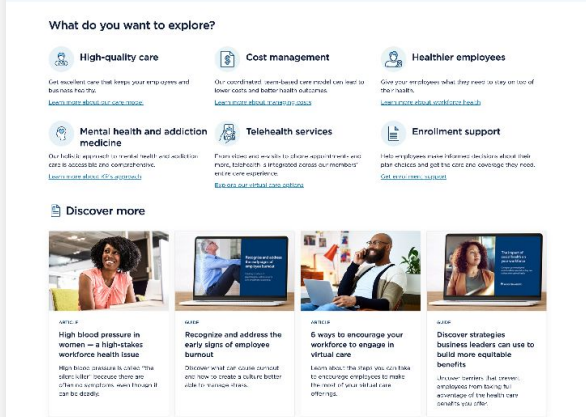
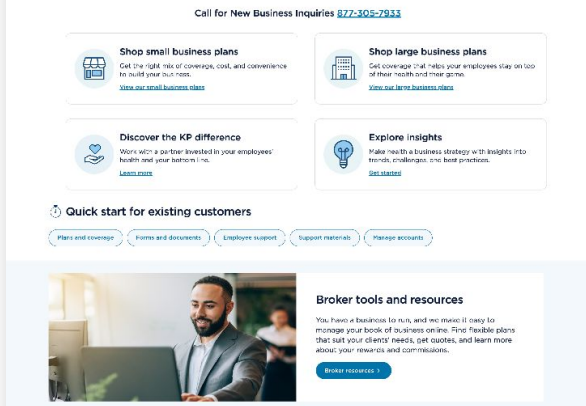
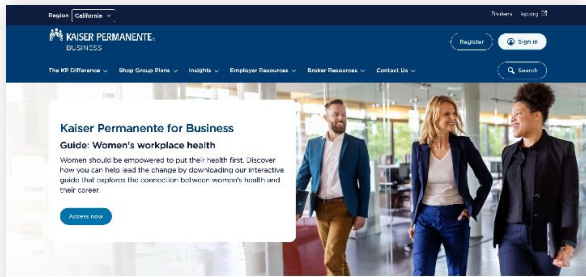
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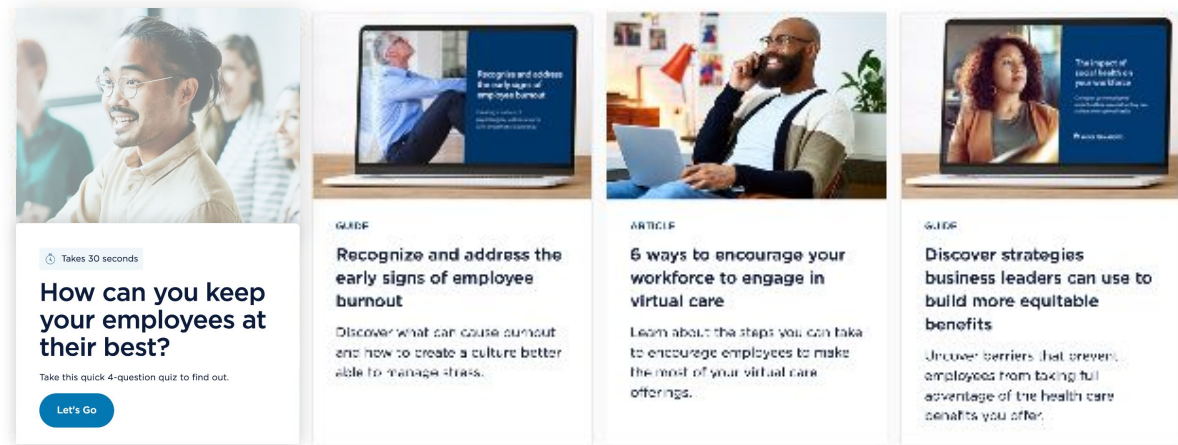




What do you want to explore?

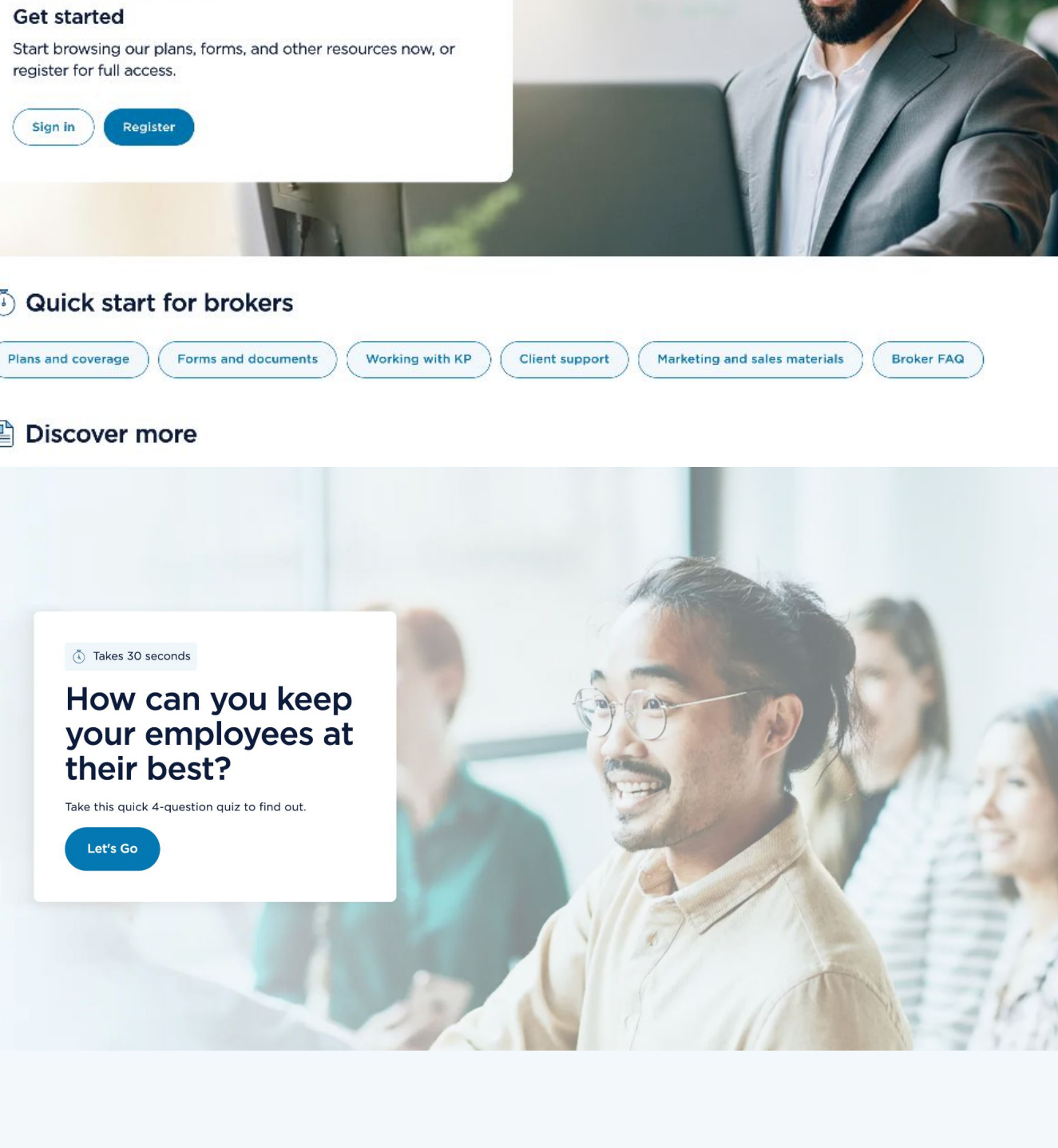
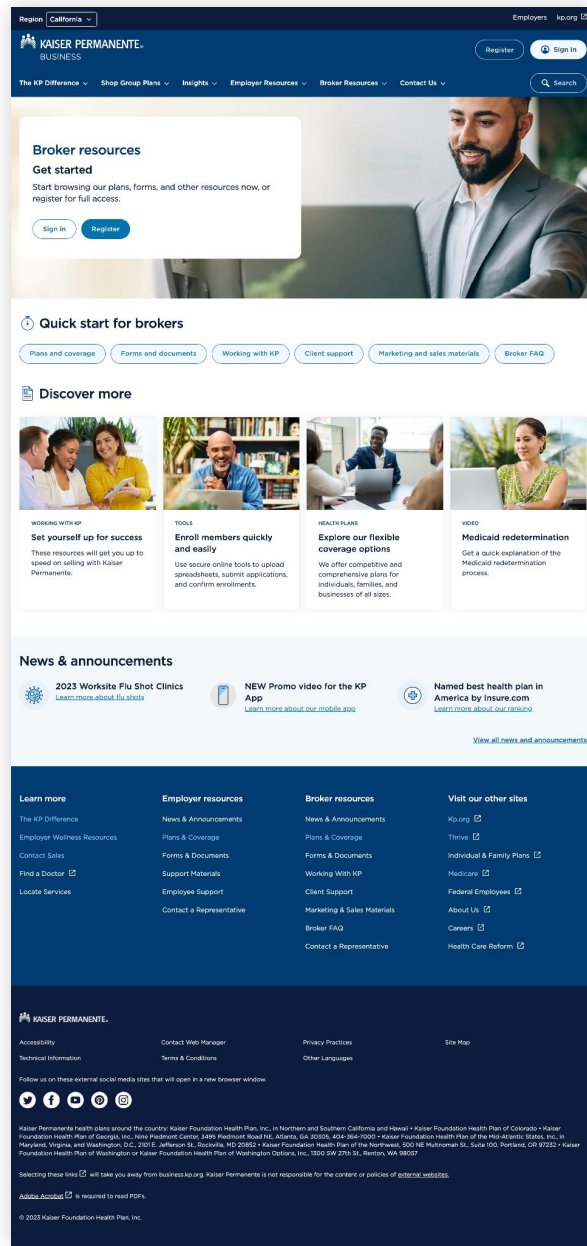


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These resources will get you up to speed on selling with Kaiser Permanente.

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Enroll members quickly and easily

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

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Explore our flexible coverage options

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

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Get a quick explanation of the Medicaid redetermination process.

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Excellent care that keeps employees and businesses healthy

When your employees are healthy, your business can thrive. Catching or avoiding problems before they become serious is one of the ways we maximize the health of your workforce and minimize health care costs. And when your employees need specialized care, we bring highly qualified care teams together to return them to health.



Physician-led, patient-centered care — that's Permanente Medicine

On the road to recovery, a member's personal doctor leads the way. Kaiser Permanente doctors practice Permanente Medicine — using evidence-based treatment and innovative technology to deliver personalized care. And our integrated model means doctors aren't burdened by the business of running a practice — so they can focus on what's best for our members. Our physicians are empowered to make important care decisions, but our members' voice is always, the most important, one in the room.

Specialty care

Kaiser Permanente has one of the nation's largest multispecialty medical groups. Our highly skilled, experienced specialists in oncology, cardiac care, dermatology, and other specialty care disciplines are among the best in the world. Our doctors and specialists deliver coordinated care that's supported by industry leading research, advanced medical technology, top-notch facilities, and efficient, world-class, tools and systems.

Health care that's easy to navigate

Kaiser Permanente makes getting high-quality, personalized care easy by providing built-in support that enables your employees to access care and prioritize their health. There's no need to waste time and money on unconnected third-party vendors or extra administrators to get or manage care — that is a better value for your business.

Doctors seamlessly coordinate care

Your employee chooses a personal doctor who acts as an advocate, connecting them to specialists and helping them get the right care. Doctors and care teams have a complete picture of your employee's health at their fingertips, preventing duplicative care.



Care is proactive and personalized

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



Support for ongoing conditions

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

Help is a call or click away

Your employees can call Regional Member Services for help including medical 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 kper.org, they can manage their health anytime. And Member Services is available by phone, email, and chat.

Access is simple, from day one

Our new member onboarding program guides your employees so they can quickly transfer prescriptions, find a doctor and start getting care. When an employee visits most of our facilities, they can see their doctor, get a lab test and go to the pharmacy in one stop. Plus, they can get support with some day virtual care around the clock and prescription delivery.

Fewer administrative worries

At Kaiser Permanente, everyone is on a shared mission to keep your employees as healthy as possible – leading to more efficiencies and lower costs for your business. With no hidden fees and clear and simple billing, your business enjoys a streamlined experience – without the burden of managing multiple external vendors.

Meet a few of our specialists

Kelvin Permanente physiotherapists are passionate about delivering excellent specialist care.



Patrick Pazashkian, MD
Neurosurgery
Redwood City Medical Center
Redwood City, CA

"My philosophy of care is that the best way to take care of a patient is to care about the patient, which is why I joined the Kaiser Permanente Family."

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

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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 next-generation 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](#)

 Takes 30 seconds

How can you keep your employees at their best?

Take this quick 4-question quiz to find out.

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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.

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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 engagement.¹ 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 care 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.

Kaiser Permanente team-based care model

Integrated care is good for your employees and your bottom line

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Managing costs outside of the medical office

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¹78% of medical care is unnecessary." Hootner, Lynn et al. "Overinvestment in the United States," PLoS One, September 6, 2007. doi:10.1371/journal.pone.0002020.

²See Permanente survey data, 2015.

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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



 Survey 32 answers

How can you keep your employees at their best?

Take this quick 4-question quiz to find out.

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acupuncture, dental, and
vision care benefits >

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

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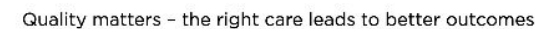
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Traditional and deductible plans



More ways to care for your employees



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

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

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

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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 work.

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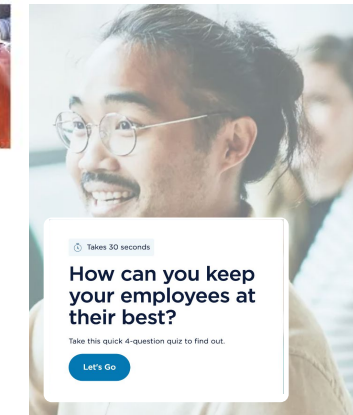
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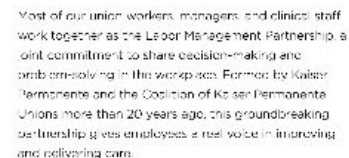
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[illegible]



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Virtual Care Forecast for Employers, 2023

Discover the need to know trends and technologies to help you and your employees stay safe at work and embrace the opportunities ahead.

Learn more

Virtual care has enormous potential to transform your employees' health care. As a business leader, it's important to know the role that virtual care plays in providing equitable, positive outcomes – all while helping your employees manage their time as a source of increasing demands both at work and at home. With more than 2 in 3 people delaying care for a health problem because they're busy, employing virtual care services into everyday care makes it easier for your employees to receive care – and the more you use health care costs.

Explore virtual care resources




ARTICLE

Health Views for Business: Meeting – Virtual Care (Introduction Beyond) The Basics

Expands across the fabric of virtual care and expands attention to how employer-driven services can help manage a diverse workforce with emerging life.

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6 ways to encourage your workforce to engage in virtual care

Learned the way you can help to encourage your employees to take the most of your virtual healthcare offering.

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Virtual Care Forecast for Employers, 2023

Virtual care services have become a key part of the healthcare ecosystem, and it's important to understand the role it plays in your business.

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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 access a range of care.

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Prioritize a healthy workforce with access to virtual care

In the face of life, employers, companies, and public health emergencies, it's crucial to have a plan to support employees in.

Learn more >




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Health Views for Business: Meeting – Virtual Care

It's not just meetings, digital care is being used to support the health and well-being of employees and their families.


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



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Virtual care – telehealth and digital services at work...

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What, "How and How Often" are the best ways to use virtual care? Kaiser Permanente's 2023 survey of 10,000+ employees found that 60% of employees use virtual care, and 70% of employees use virtual care at least once a week. Kaiser Permanente's 2023 survey of 10,000+ employees found that 60% of employees use virtual care, and 70% of employees use virtual care at least once a week.

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“Kaiser, “Travel and Wait Times are Longer for Health Care Services and Result in an Annual Opportunity Cost of \$18 Billion.” Allstream, February 22, 2018; “TechIndex Index 2017/Consumer Survey,” American Well, [americanwell.com/resources/techindex-index-2017-consumer-survey-2](https://www.americanwell.com/resources/techindex-index-2017-consumer-survey-2).

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Flexible health plans for every customer

Individual and family

Find affordable, high-quality plans with Kaiser Permanente for individuals and Families (KPIF).

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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

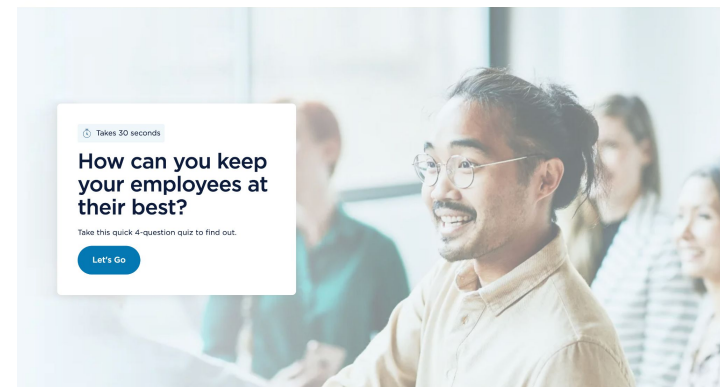
Get an overview of our products, plan designs, and care delivery system for businesses with 51 to 2,999 eligible employees across multiple Kaiser Permanente markets.

[Learn more about multi-state plans](#)

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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.

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Takes 30 seconds

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California



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](#)

