

New Member Welcome Overview

Georgia

May 2023

New Member Welcome Overview

- A comprehensive New Member Welcome program helps make it easy for new members to get started with Kaiser Permanente. A series of coordinated outreaches proactively helps new members:
 - choose a doctor and make their first appointment
 - register for their secure health care account on kp.org
 - transition prescriptions
 - learn the many ways they can get care
 - learn about key health resources
- Our outreaches direct members to our **New Member Desk**—where members can get personalized support by phone from specially-trained representatives—or to our Guided Member Welcome pathway on kp.org.
 - Members are walked through the getting started steps and those with prescriptions are offered a telephone pharmacy consult



New Member Welcome Experience – Journey Map

Most fully-insured new commercial, individual, and Medicare members receive a similar onboarding experience once enrollment is received. All welcome activities are designed to guide and invite our new members to register on kp.org, choose a PCP, transfer medications, and schedule an appointment if needed.

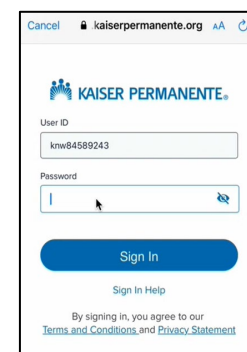
Pre-Effective

- Gets text message:**
- Coverage effective date
 - Link to register on kp.org

If registers on kp.org, receives a **kp.org welcome email** about how to use their kp.org account.



- If registered, also prompted to go through online **Guided Member Welcome (GMW)**
- Update contact info
 - View high level benefits
 - Select PCP



Post-Effective

During 1st month

Receives **Physical ID Card** and **Get Started Insert(s)**

Day 1 Welcome Email (get started)



- Receives **Welcome Book**
- Getting started steps
 - Care option details
 - Nearest facility
 - Other information



Receives a personalized text with a **Getting Started Welcome Video** (M1)



Receives automated **Welcome Call** (M1)



Receives SMS with link to **"how to pay your premium" video** and **letter**



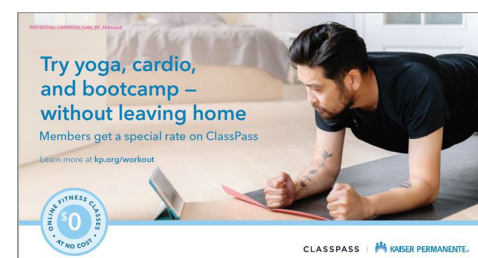
Note: Only KPIF Off-exchange and Medicare Individual

Speak with KP by calling New Member Desk at any time



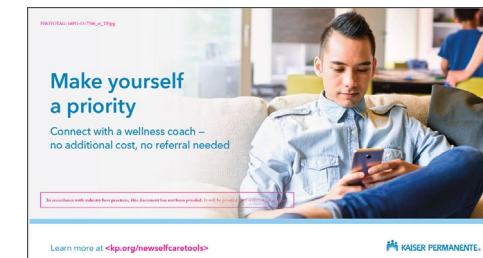
During 4th month

Receives **Class Pass** (M4) information



During 3rd month

Receives **Mental Health & Wellness** (M3) information

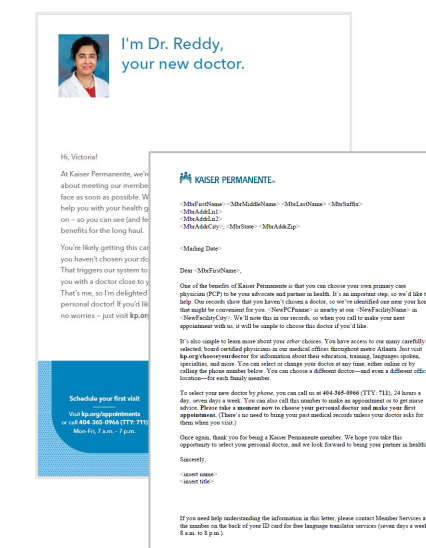


During 2nd month

Receives **Care Options** (M2) information



Receives **Welcome to My Practice Card**. If not selected at 60 days, receive **Suggested PCP Letter**.

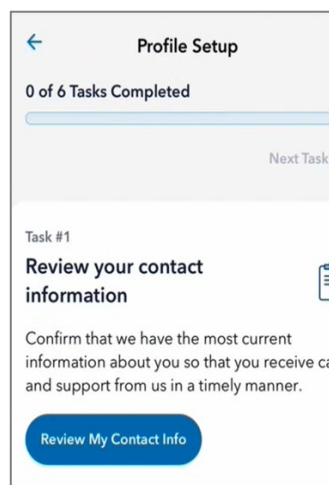


Visiting kp.org and GMW (0 - 180 days after effective date)

- Members can view:
- Digital ID Card
 - High level plan benefits
 - Scheduled appointments

Members have tasks & receive reminders online/by email to:

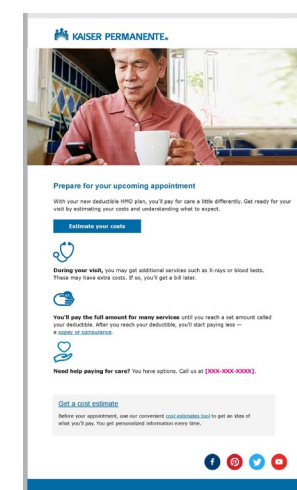
- Update contact info
- Select PCP
- Transfer Rx
- Update health needs
- Schedule visit
- Download the KP app



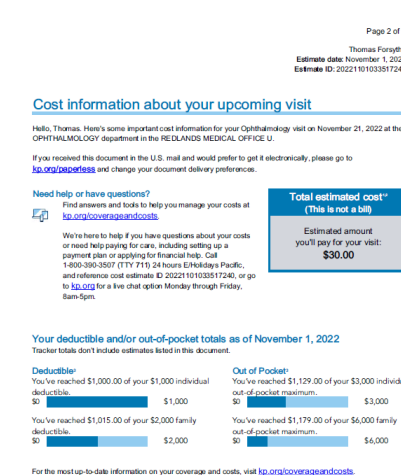
First Visit

Scheduled first visit, receives **Pre-Visit Outreach**

HMO: Register on kp.org
DHMO: Understand your costs

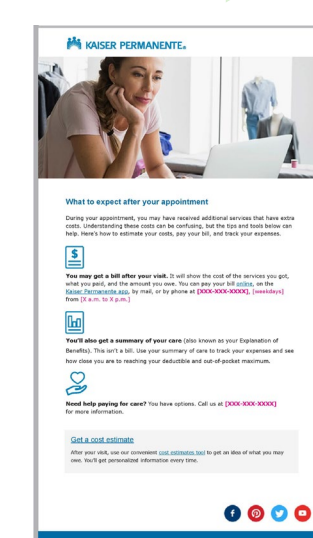


Before the visit, receives **Advance Explanation of Benefits (AEOB)**



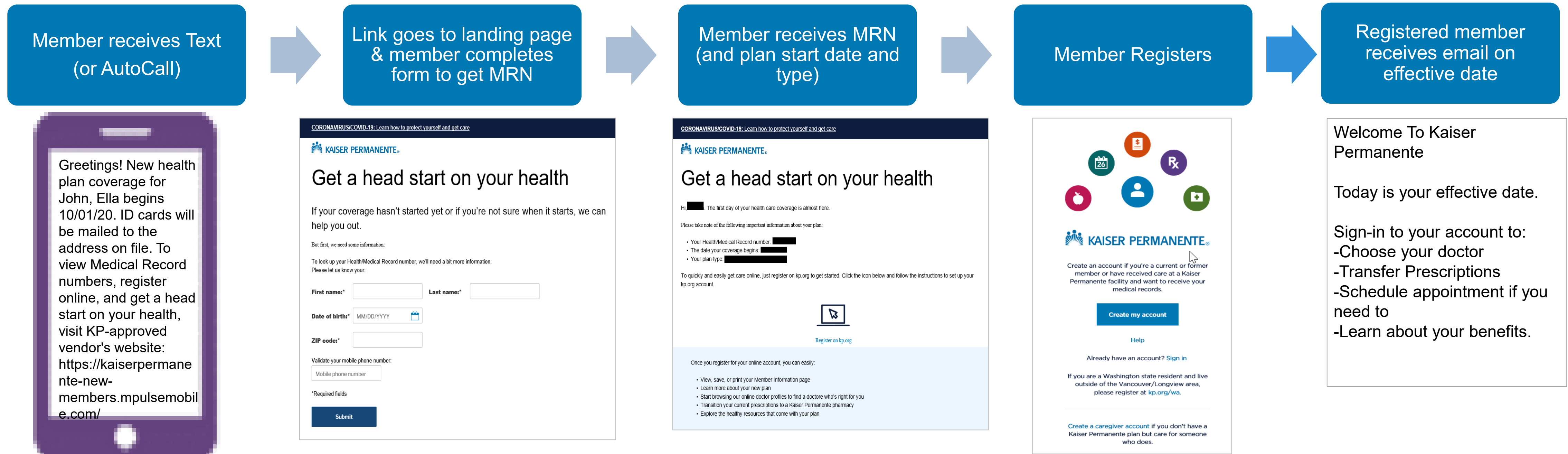
After the visit, receives **Post-Visit Outreach**

HMO: Register on kp.org
DHMO: Understand your costs



Outreach Details

Pre-Effective Campaign



Message and Channel:

Pre-effective Text or AutoCall message confirms:

- Your new plan will begin on mm/dd/yyyy.
- An ID card will be mailed to the address on file.
- To view medical record number and get a head start on your health, go here: mp0.co/kp/hrfwT

Day 1 Welcome Email:

- Informs the new member that they can now sign in to their account, choose a doctor, transition prescriptions, get care, manage their costs and plan documents.

Triggers:

- Pre-effective Text or AutoCall: Sent to all members one business day after enrollment received.
- Day 1 Welcome Email: Sent on effective date if the member has registered.

Regions: NCAL, SCAL, GA, CO, HI, MAS, NW, KPWA (TBD)

Audience: All members who have enrolled in a plan and provided a phone number

Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	X	n/a	X	X

Guided Member Welcome

First, tell us a little about yourself

SELECT YOUR AREA OF CARE

Choose region

HEALTH/MEDICAL R

FIRST NAME

LAST NAME

DATE OF BIRTH

MM/DD/YYYY

Paperless Preferences

For convenience, some of your documents can be managed securely online. We'll notify you as more paperless documents become available at [memberemail@example.com].

- No thanks, I'm not interested in changing my paperless preferences right now.
- Yes, I'd like to go paperless for available documents.

Select which documents you'd like to receive electronically.

- Medical bills
- Premium bills
- Enrollment/Coverage RECOMMENDED
- Explanation of Benefits (EOB) RECOMMENDED
- IRS Form 1095-B RECOMMENDED

Terms of use

Digital document delivery agreement

Agreement for Electronic Document Delivery (E-Sign Disclosure and Consent)

Electronic delivery of documents
More

- I have read and agree to Kaiser Permanente's document delivery terms of use, with the option to change these preferences or request the paper version at any time. I understand paperless documents are available via the website or mobile device and agree to maintain an updated email on file.

[Go paperless later](#)

[I agree](#)

Welcome, Elena - Our partnership begins here!

We want you to have the best experience possible as a Kaiser Permanente member. To get you started, below are a few items to help us get to know you better.

Review your personal information

Confirm that we have the most current information about you so that you receive care and support from us in a timely manner.

Review your membership information

Make sure the membership information that's connected to your health care plan is correct.

Select your primary care doctor

Find your personal doctor by searching based on location and to start meeting our world class providers.

Help us get a head start on your health care needs

With a quick survey of your current health care needs, we can help you get the support you need right away.

[Take survey](#)

[Get Started](#)

Benefit summary

Upcoming plan - POS 4000 Updated as of 09/01/2022

Coverage dates
01/01/2022 - 12/31/2022

Deductibles and out-of-pocket maximums

Select a category to learn about common services below

Primary care

Primary care

Primary care services

Service type	In-network	Participating provider	Out-of-network
Primary care visit <small>Includes services such as general doctor visits and preventative visits.</small>	\$20 copay	20% coinsurance	Full cost
Phone visit	\$20 copay	20% coinsurance	Full cost
Video visit	\$20 copay	20% coinsurance	Full cost

Primary care procedures

Service type	In-network	Participating provider	Out-of-network
Skits <small>Includes costs for injectable medications such as intravitreal and steroids. Administration of steroids may have a separate cost.</small>	\$20 copay	20% coinsurance	Full cost
Office procedures <small>Includes procedures such as biopsy, birth control device, and breast removal.</small>	\$20 copay	20% coinsurance	Full cost

To find an estimated cost for the services listed above or other medical services, use our [cost estimator tool](#).

If there's a discrepancy between what's displayed on this page and your Evidence of Coverage (EOC), the EOC will govern. Please refer to your EOC for a complete description of your coverage and cost share.

[Cancel](#) [Done](#)



You've got tasks to finish up

Hi, SUBSCRIBER,

Thank you for working on your welcome tasks. You've made some great progress. There are just a few tasks that still need your attention.

Although you can always focus on these last tasks later, your welcome hub is the easiest way to find and finish them up quickly. But it will only be available for another month.

Please take a moment to complete your remaining tasks sooner than later. We want you to get the most out of your membership and coverage.

Thank you,

Kaiser Permanente

[Sign in](#)

You received this email because as a new member of Kaiser Permanente whose coverage has started, you have welcome tasks that you haven't completed yet.

To ensure that future announcements are delivered to your inbox (not your bulk folder), please add kp-donotreply@kp.org to your address book.

[Our website privacy statement.](#)

Kaiser Foundation Health Plan, Inc.

Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	X	X	X	X

Dual Choice Microsite (Dual Choice members only)

kp.org | Member Support | Employer & Broker Support

KAISER PERMANENTE Dual Choice PPO
Kaiser Permanente Insurance Company

For Members

For Employers & Brokers

Why Dual Choice PPO?

For Members

Home > Dual Choice PPO > For Members

Important Notice Regarding Coronavirus (COVID-19) and your Benefit Plan

Experience care your way. Dual Choice PPO allows you to choose how and where you get care, and how to manage your costs.

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Experience care your way. Dual Choice PPO allows you to choose how and where you get care, and how to manage your costs.

Quick Documents and Links

Search for Providers

Provider Directory Options by Location:

In Georgia: Find **Network providers and locations**.

In another Kaiser Permanente State: The **PHCS Network** provides access to care in the Kaiser Permanente states of CA, CO, HI, MD, OR, VA, WA, and DC.

Non-Kaiser Permanente States: The **CignaPPONetwork*** only provides access to care in non-Kaiser Permanente states.

*Disclaimer: The Cigna PPO Network refers to the health care providers (doctors, hospitals, specialists) contracted as part of the Cigna PPO for Shared Administration.

Understanding Your Plan and Benefits

Learn about features and benefits of Dual Choice PPO under the provider and pharmacy sections.

How to Access Covered Care

Learn how to get care with the Dual Choice PPO insurance plan.

Finding Doctors and Facilities

You can choose your doctor and where to get care.

Pharmacy

Where and how to fill prescriptions.

Precertification

An overview of precertification and how to obtain it.

Member Support

Where and how to get member support.

Claims

When you need to file a claim and how to submit one to Kaiser Permanente.

Coverage Documents

Need a coverage document?

Documents and Forms

View, download, or print commonly used forms, FAQs, and other documents here.

Finding Doctors and Facilities

Dual Choice PPO makes it more convenient to find doctors and facilities for your care.

Here's an overview of getting care with Dual Choice PPO. You have the option to see Kaiser Permanente Providers in Georgia, Network Providers, or any licensed provider.

In-Network Providers

Out-of-Network Providers

In-Network Providers

Kaiser Permanente Providers in Georgia & Network Providers

In Georgia: Find **Network providers and locations**.

In another Kaiser Permanente State: The **PHCS Network** provides access to care in the Kaiser Permanente states of CA, CO, HI, MD, OR, VA, WA, and DC.

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[Find Kaiser Permanente pharmacies in Georgia](#)

[Find MedImpact pharmacies](#)

[Hospital Surprise Billing Rating](#)

Kaiser Permanente Providers and medical offices in Georgia.

- Access any Kaiser Permanente Provider, affiliated hospital, or pharmacy in Georgia, all within the integrated delivery system.
- To find a provider (TTY 711), MD
- To find a Kaiser Permanente

In-Network Providers

Kaiser Permanente Providers in Georgia & Network Providers

In Georgia: Find **Network providers and locations**.

In another Kaiser Permanente State: The **PHCS Network** provides access to care in the Kaiser Permanente states of CA, CO, HI, MD, OR, VA, WA, and DC.

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[Find Kaiser Permanente pharmacies in Georgia](#)

[Find MedImpact pharmacies](#)

[Hospital Surprise Billing Rating](#)

ID Card, Carrier, and Sticker

Message: The physical ID Card is delivered attached to a card carrier that contains information about registering on kp.org. The ID Card Sticker encourages member to call our New Member Desk or go online to get started.

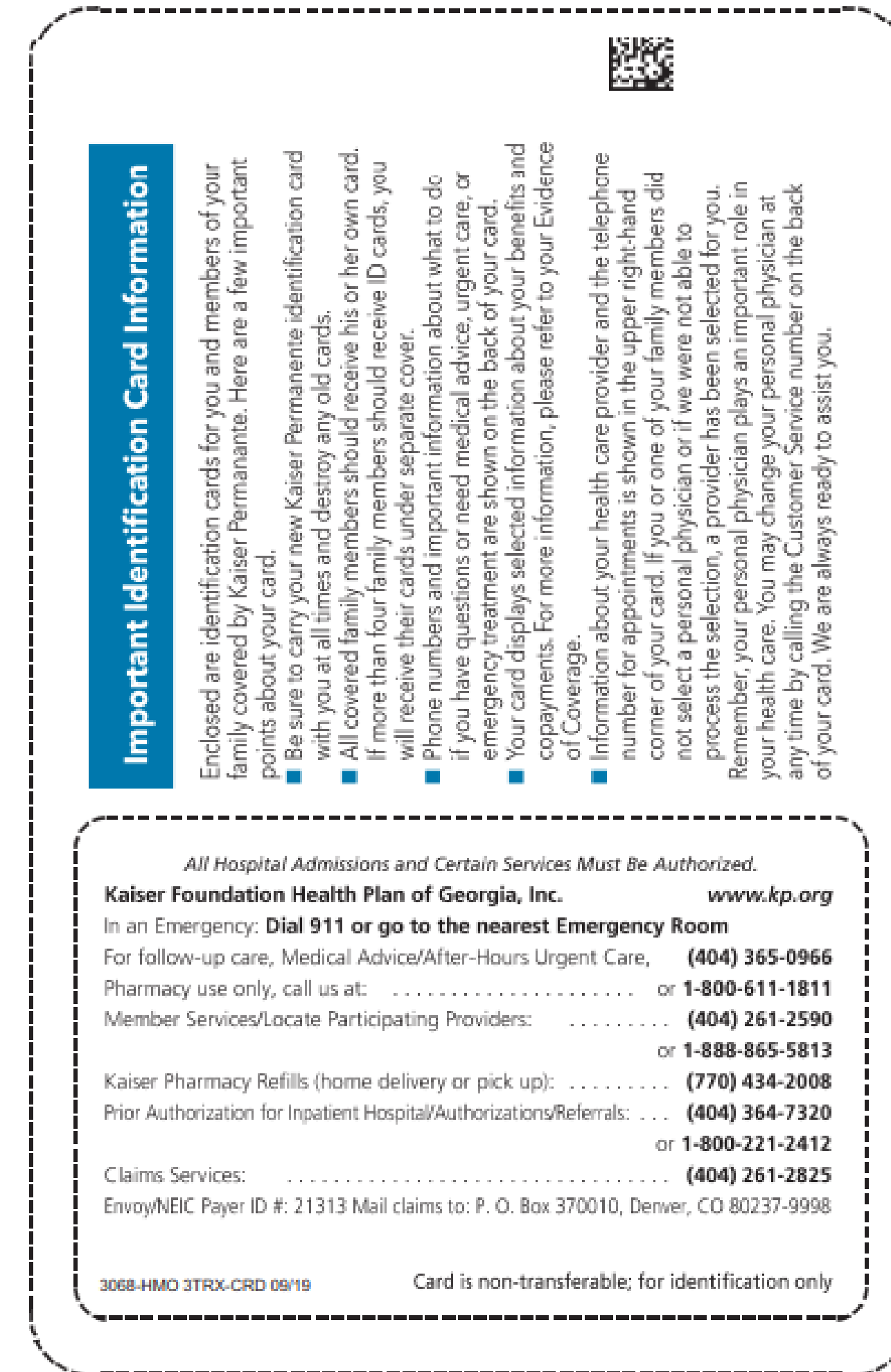
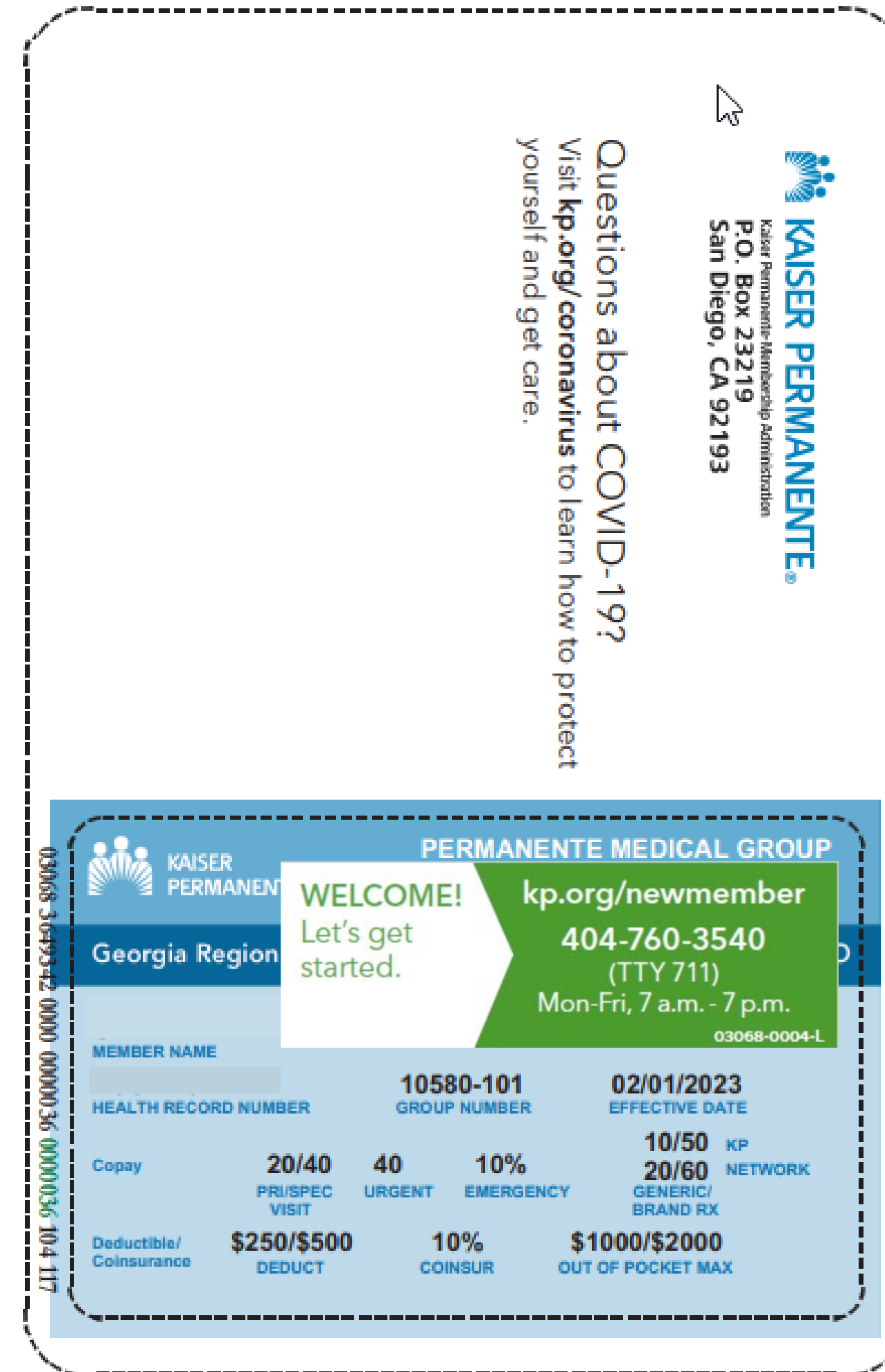
Channel: Direct mail

Trigger: Effective Date

Audience: All new members

Timing: Arrives within 1-10 days of Effective Date or sooner

Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	X	n/a	X*	X*



Get Started Insert (sent with ID Card)

Message: The physical ID Card is delivered along with an insert which explains the steps to get started with KP. (Members can also access their digital ID card via the Kaiser Permanente app.)

- Choose your Doctor – and change anytime
- Create your online account at kp.org
- Get prescriptions
- Learn about getting care at KP and our 24/7 nurse advice

Channel: Direct mail

Trigger: Effective Date

Audience: All new members

Timing: Arrives within 1-10 days of Effective Date or sooner

Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	X	n/a	X	X

Welcome to Kaiser Permanente

3 easy steps to get started

 **Step 1:**
Create your online account

Once your coverage starts, you can create your account through the Kaiser Permanente app or at kp.org/newmember. Then you can conveniently schedule routine appointments, fill most prescriptions, email your doctor's office with nonurgent questions, and so much more.* You can also access your digital ID card when you use the app.

 **Step 2:**
Choose your doctor

Choose your doctor now, even if you don't need care right away. At kp.org/newmember, you can browse our doctor profiles and search based on what's important to you – like location, languages spoken, or gender. Or you can call our New Member Desk for help. And remember – you can switch doctors for any reason, at any time.

 **Step 3:**
Get prescriptions

Finally, we'll help you transition your current prescriptions to Kaiser Permanente. Just go to kp.org/newmember and follow the steps. Or call our New Member Desk. Be sure to have your prescription information handy.


Keep your ID card handy

To enjoy all your benefits, always keep your member ID card with you. (Or just use our app to access your digital ID card on your mobile phone.) It has your unique medical record number and important contact information. You'll need your number to get care, make appointments, and fill prescriptions.

Get your care, your way

Go ahead and schedule your first doctor appointment so you can start building a relationship with your new partner in health. Your visit can even be by phone or video.

No matter what life throws your way, you have access to a full range of care. Call us at **404-365-0966** if you're not sure what kind of care you need or for 24/7 medical advice. You can also visit kp.org/newmember to see where you can get care.

 **Get started today!**
Call the New Member Desk
at **404-760-3540**.
Or go to kp.org/newmember.

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

Kaiser Permanente is an HMO plan with a Medicare contract. Enrollment in Kaiser Permanente depends on contract renewal.

Go to kp.org/newmember today.



Product-Specific ID Card Inserts (when applicable)

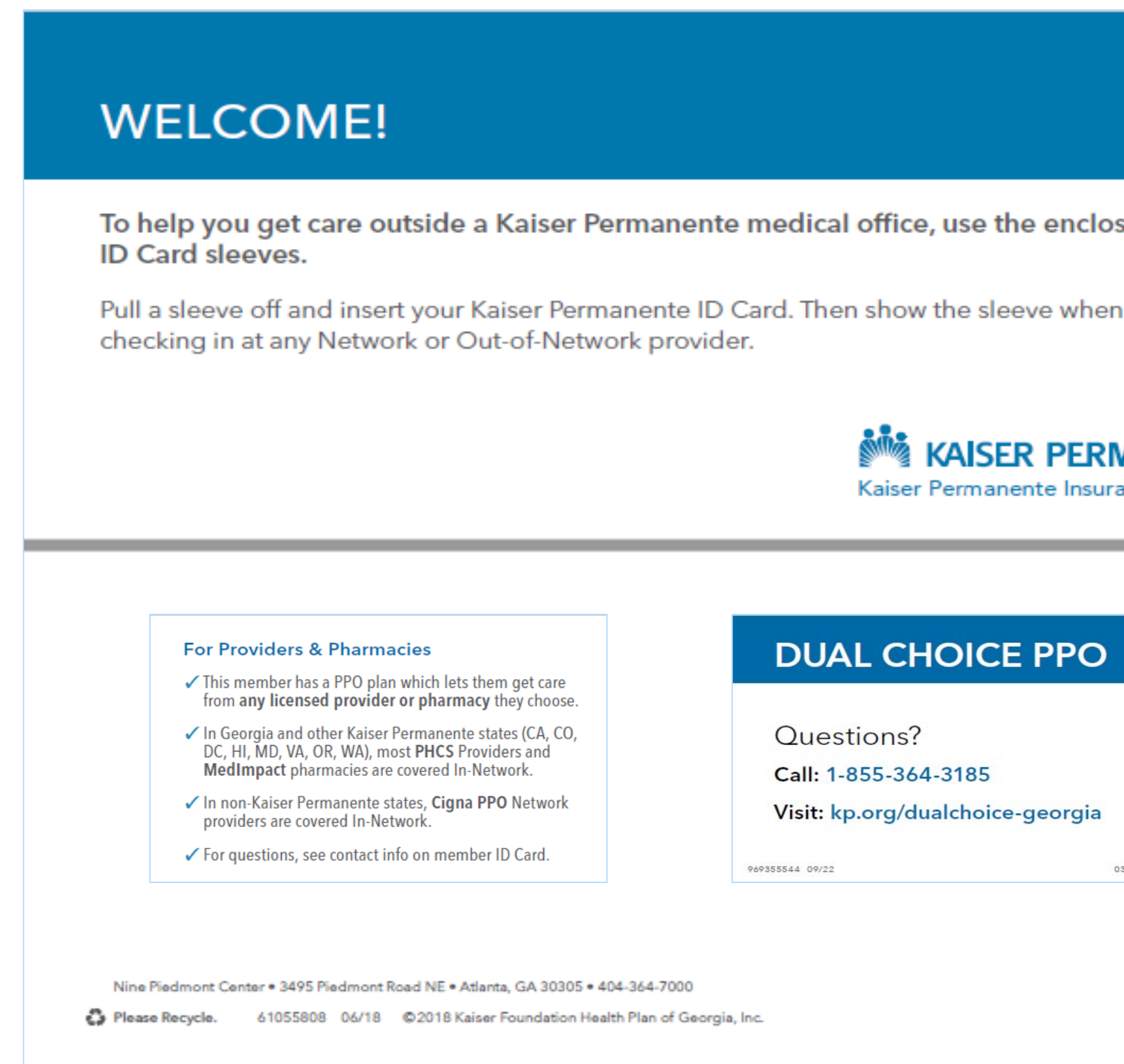
Message: The physical ID Card is delivered along with an insert which provides information to help members understand their non-Kaiser Permanente provider options.

Channel: Direct mail

Trigger: Effective Date

Audience: New members in products with non-Kaiser Permanente provider options




Timing: Arrives within 1-10 days of Effective Date or sooner



What to know about your Kaiser Permanente Plus plan

With your new plan, you've got more choice and more convenience. With Kaiser Permanente Plus™ (KP Plus), you get access to Kaiser Permanente facilities, services, and providers all under one roof – plus care from out-of-network providers for a limited number of times each year.*

Convenient care that fits your life

-  Get comprehensive care with Kaiser Permanente when and where you need it
-  Receive Kaiser Permanente preventive care services such as routine physicals and certain screening tests for \$0 copay
-  See out-of-network providers for up to 10 physician visits/medical services and 5 prescription fills per year

See everything your KP Plus plan has to offer and important details about your benefits at kp.org/kpplus-georgia.

*Refer to Evidence of Coverage for more details on your plan design.

Kaiser Foundation Health Plan of Georgia, Inc., Nine Piedmont Center, 3495 Piedmont Road NE, Atlanta, GA 30305, 404-364-7000 • Kaiser Foundation Health Plan of the Northwest, 500 NE Multnomah St., Suite 100, Portland, OR 97232



B42056041 April 2022

Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X*	X*	X*	X*	n/a	X	n/a

Welcome Book

Message: Getting started is simple. Details about how to:

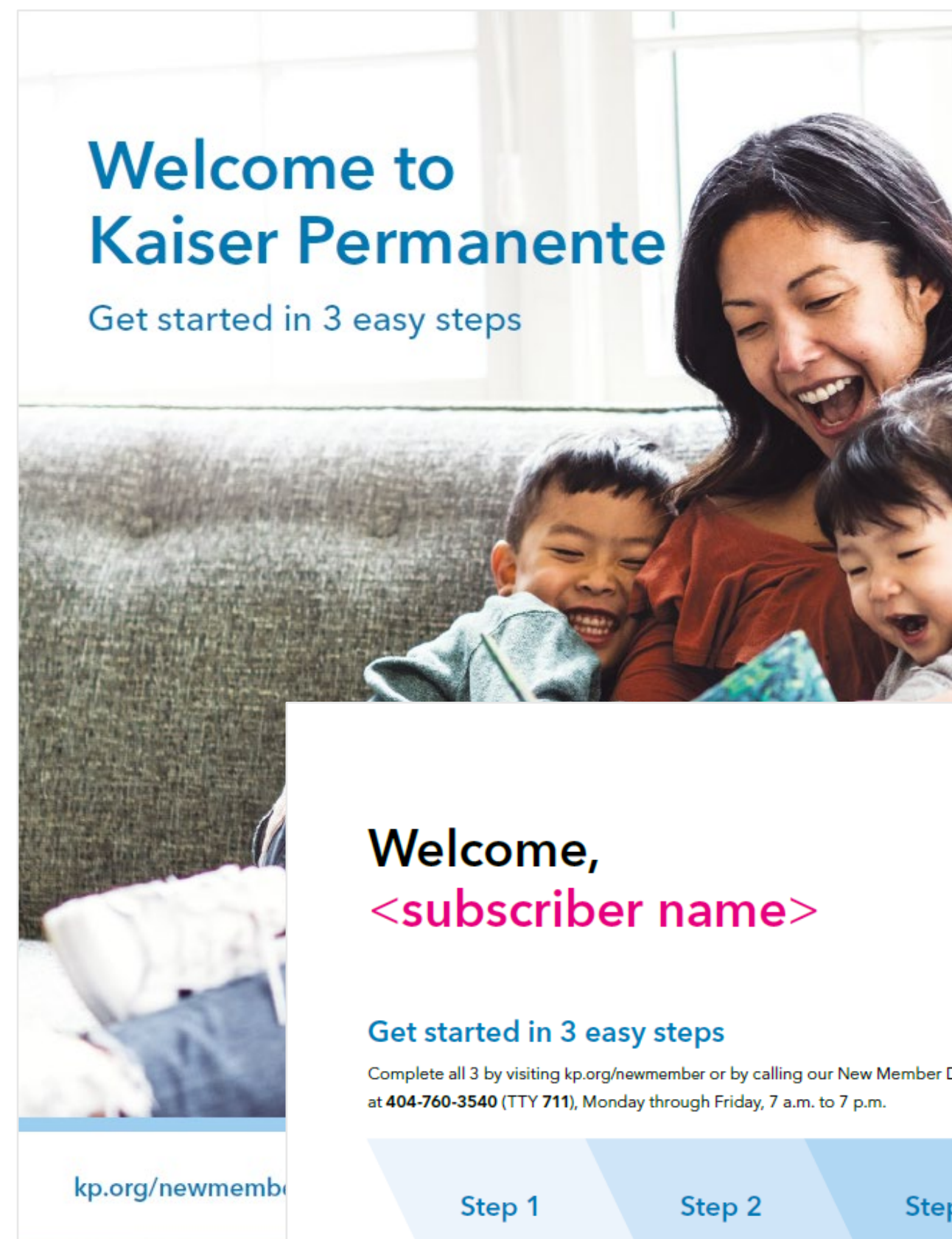
- Choose your Doctor – and change anytime
- Create your online account at kp.org
- Get prescriptions
- Get care at KP and use our 24/7 nurse advice
 - Routine vs urgent vs emergent
 - Telehealth
 - In-person, including nearest KP facility

Channel: Direct mail

Trigger: New member effective date

Timing: 2-3 weeks post effective date

Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	X	X*	X	X



Welcome,
<subscriber name>

Get started in 3 easy steps

Complete all 3 by visiting kp.org/newmember or by calling our New Member Desk at 404-760-3540 (TTY 711), Monday through Friday, 7 a.m. to 7 p.m.



For help in your language, you may request language assistance at no cost to you by calling our Member Services (see phone numbers on inside back cover).

Please refer to your *Evidence of Coverage (EOC)* for more details on your plan or for specific limitations and exclusions.

It's easy to get the care you need

Call us at 404-365-0966 (TTY 711), 24/7, to make an appointment or get medical advice. (For specialty appointments, call Monday-Friday, 8 am - 5 pm.) You can also schedule routine appointments by signing in to your online account from your computer or the Kaiser Permanente app.

If you believe you have an emergency medical condition, call 911 or go to the nearest hospital.

Convenient care options

You've got many ways to connect to quality care when and where it's most convenient for you and your family. Visit kp.org/getcare to learn more.

- **E-visit:** Sign in to your account and fill out a short questionnaire about your symptoms, and a clinician will get back to you – usually within 2 hours.
- **Video visit:** Meet face-to-face with a doctor or nurse by video, straight from your smartphone, tablet, or computer.^{1, 2}
- **Phone appointment:** Talk with a doctor or nurse over the phone for the same high-quality care as an in-person visit.^{1, 2}
- **Email your care team:** Message your doctor's office anytime with nonurgent health questions.

• **Chat with a doctor:** Chat live online with a Kaiser Permanente doctor for advice, referrals, and even prescriptions.

• **In-person:** Most locations offer many services under one roof, so you'll save time with a single trip.

• **Urgent care:** When you need care quickly (but it's not an emergency), you can get 24/7 walk-in care at our three Advanced Care Centers. Even get care for more serious (but non-life-threatening) issues like deeper cuts, broken bones, stomach pain, and dehydration. You also have access to a broad network of contracted urgent care centers.

1. These features are available when you get care from Kaiser Permanente facilities. 2. When appropriate and available.

Healthy extras

Resources for healthy living

Take advantage of our resources to help keep you informed, inspired, and feeling your best.

Total Health Assessment

Answer questions about your daily habits and get a great overview of your health, along with personalized tips. Visit kp.org/tha for this free online tool.

Healthy Lifestyle programs

These free online programs create customized action plans to help you eat healthy, lose weight, quit smoking, reduce stress, sleeping better, and much more. Visit kp.org/healthylifestyles.

Mental Wellness Apps

Try Calm and myStrength at no cost at kp.org/wellnessapps. These apps, which are recommended by Kaiser Permanente clinicians, help with sleep, stress, anxiety, and more.

Wellness coaching

Want some inspiration or support? Talk to your own free wellness coach at 1-866-862-4295.

Healthy Living classes

Free or low-cost health classes in our medical offices or virtually include yoga, healthy cooking, weight management, managing stress, and much more. Visit kp.org/classes/ga.

Online tools

Take advantage of the tools in the "Health & Wellness" section of kp.org:

- On demand video workouts
- Guided meditation
- Health and drug encyclopedias

Managing your conditions

If you have an ongoing health condition, you'll have the support of our award-winning Complete Care (case management) program at no additional cost. (Your doctor will automatically enroll you.) You can also get free telephone health coaching through our Healthy Solutions program by calling 1-888-251-6733.

Discounts

Enjoy discounts on chiropractic care, massage therapy, fitness club membership, vitamins, and more by signing in at kp.org/choosehealthy.

Publications

Evidence of Coverage
Provides more-detailed information about your benefits and getting care. Download a copy by signing in at kp.org/coverageandcosts.

Partners in Health

Register on kp.org and you'll receive this monthly e-newsletter with health tips, member stories, and other resources to help you thrive.

SMS with Onboarding Video

Message:

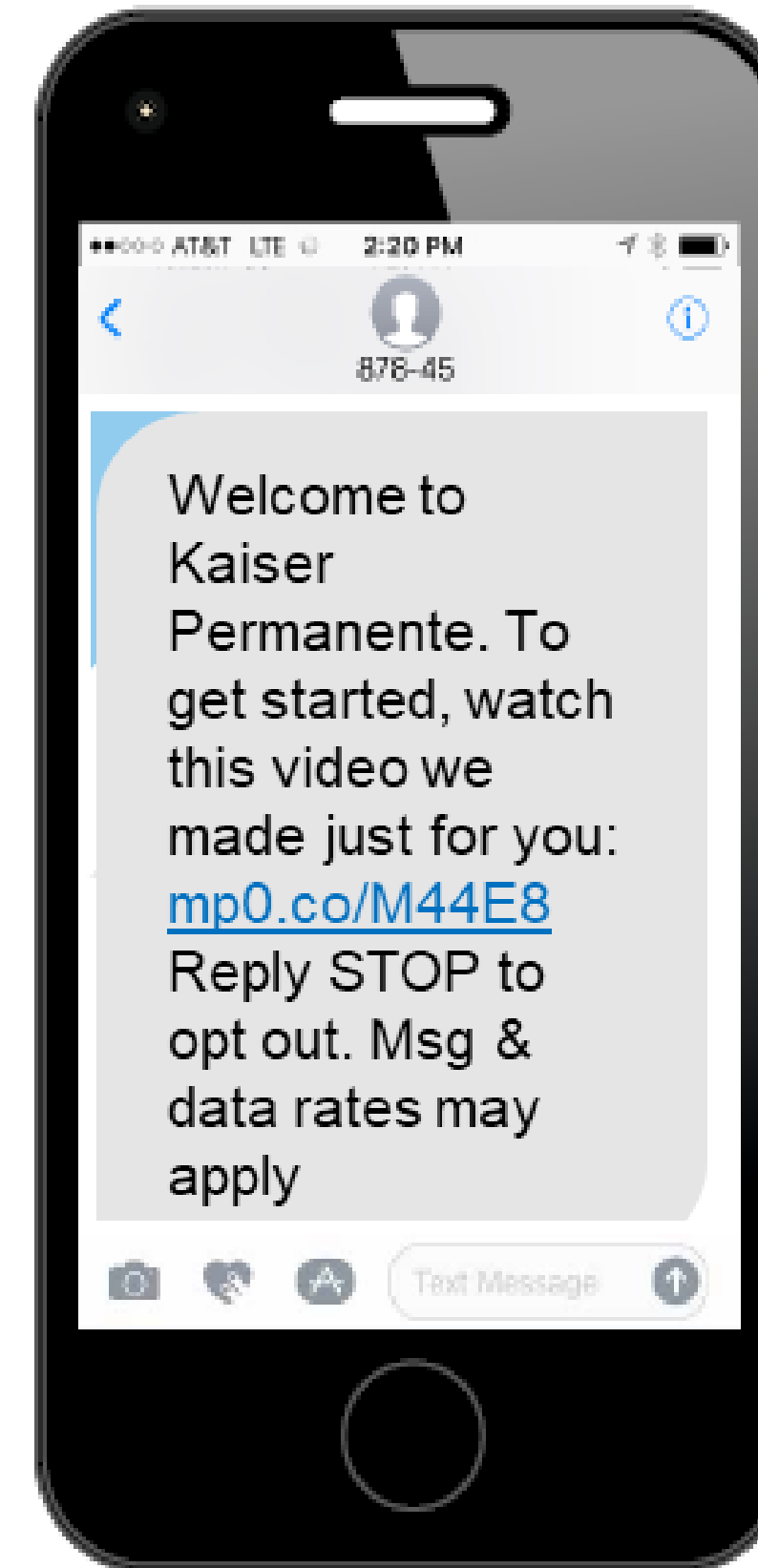
Welcomes members in personalized video and explains the steps to get started and provides overview of their plan benefits

- Create your online account at kp.org
- Choose a doctor and transition prescriptions
- Connect to care
- Effective date
- Understand your plan (deductible, copay, etc.)
- Key, high level benefits/costs
- Cost estimator
- Paying for care

Channel: SMS / Video

Trigger: Automatically sent to members in the first two weeks of membership

Audience: New and returning members who provided a textable phone number



Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	X	n/a	n/a	n/a



Onboarding Video Overview

(Different versions for HMO vs DHMO vs Medicare plan members.)

Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	X	n/a	n/a	n/a

Month 1 - Welcome Call

Message:

Welcomes New and Returning Members. Reviews the three important steps to getting started with KP:

- Choose a doctor
- Register for an account on kp.org
- Transition prescriptions if you need to

Offers to transfer member to a live agent.

Channel: Automated call (IVR)

Trigger: First 1-10 days of effective date



Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	X	X*	X*	X

Suggested PCP Outreach

Message:

- Choosing your PCP is an important step
- We notice you haven't selected one
- We've identified one near your home, and will list in your records for your convenience
- You can change online or by phone any time
- Learn about your other PCP options on kp.org

Channel: Direct mail

Trigger: PCP not chosen after 60 days

Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	X	n/a	n/a	X



<MbrFirstName> <MbrMiddleName> <MbrLastName> <MbrSuffix>
 <MbrAddrLn1>
 <MbrAddrLn2>
 <MbrAddrCity>, <MbrState> <MbrAddrZip>

<Mailing Date>

Dear <MbrFirstName>,

One of the benefits of Kaiser Permanente is that you can choose your own primary care physician (PCP) to be your advocate and partner in health. It's an important step, so we'd like to help. Our records show that you haven't chosen a doctor, so we've identified one near your home that might be convenient for you. <NewPCPname> is nearby at our <NewFacilityName> in <NewFacilityCity>. We'll note this in our records, so when you call to make your next appointment with us, it will be simple to choose this doctor if you'd like.

It's also simple to learn more about your *other* choices. You have access to our many carefully-selected, board certified physicians in our medical offices throughout metro Atlanta. Just visit kp.org/chooseyourdoctor for information about their education, training, languages spoken, specialties, and more. You can select or change your doctor at any time, either online or by calling the phone number below. You can choose a different doctor—and even a different office location—for each family member.

To select your new doctor by *phone*, you can call us at 404-365-0966 (TTY: 711), 24 hours a day, seven days a week. You can also call this number to make an appointment or to get nurse advice. **Please take a moment now to choose your personal doctor and make your first appointment.** (There's no need to bring your past medical records unless your doctor asks for them when you visit.)

Once again, thank you for being a Kaiser Permanente member. We hope you take this opportunity to select your personal doctor, and we look forward to being your partner in health!

Sincerely,

<insert name>
 <insert title>

If you need help understanding the information in this letter, please contact Member Services at the number on the back of your ID card for free language translator services (seven days a week, 8 a.m. to 8 p.m.).

Welcome to my Practice

Message:

For those who self-selected

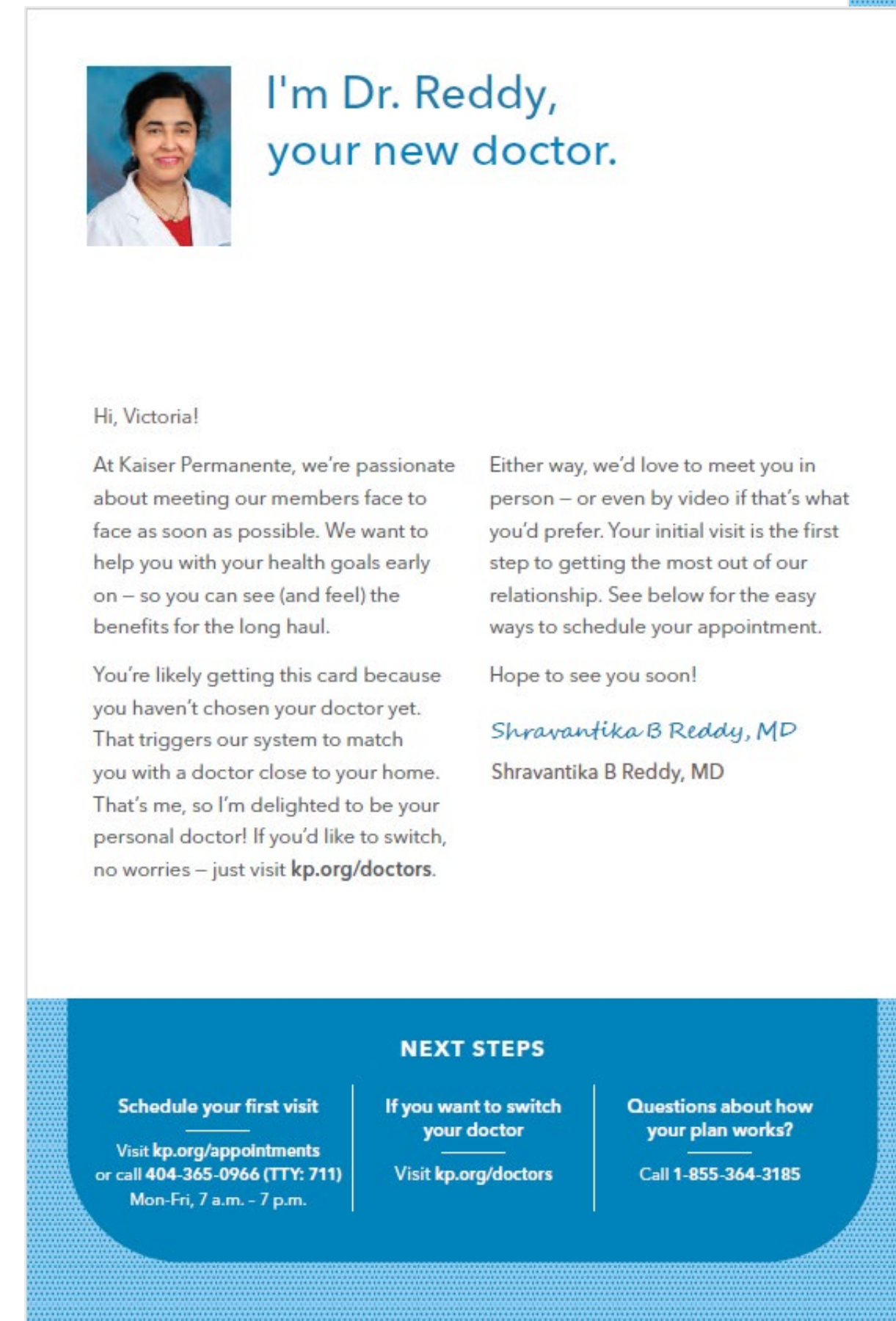
- Thanks for choosing me as your PCP
- I'm looking forward to meeting you
- Call to schedule an appointment
- You can also email me any time with nonurgent health questions

For those who have not selected:

- It's important to see your new doctor in person
- Since you haven't chosen one, we matched you with one close to your home
- I'd be happy to be your PCP
- You can also change to a different one
- Call us to make an appointment or to change PCPs

Channel: Direct mail

Trigger: PCP selected, or PCP not selected after 90 days



I'm Dr. Reddy, your new doctor.

Hi, Victoria!

At Kaiser Permanente, we're passionate about meeting our members face to face as soon as possible. We want to help you with your health goals early on – so you can see (and feel) the benefits for the long haul.

Either way, we'd love to meet you in person – or even by video if that's what you'd prefer. Your initial visit is the first step to getting the most out of our relationship. See below for the easy ways to schedule your appointment.

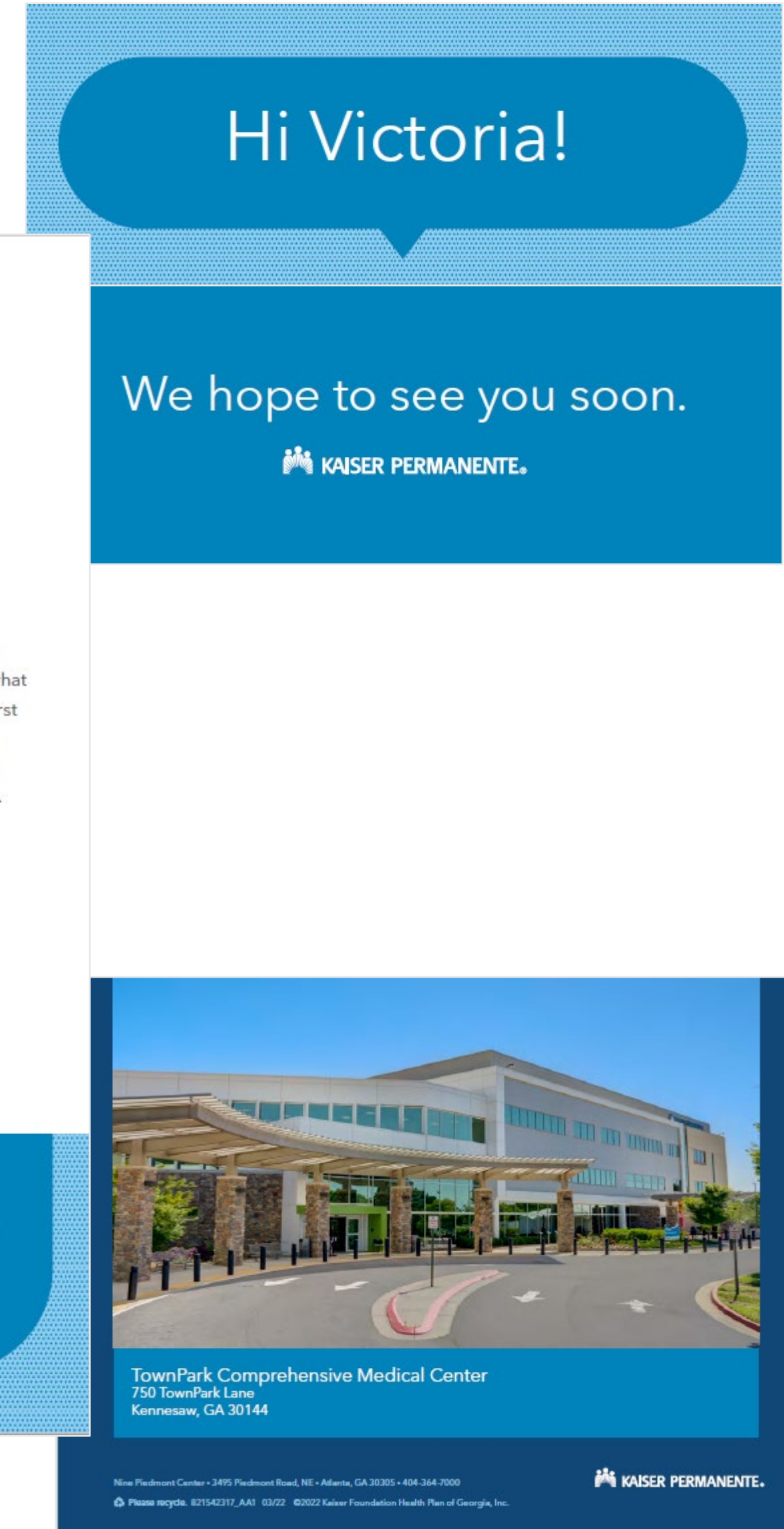
You're likely getting this card because you haven't chosen your doctor yet. That triggers our system to match you with a doctor close to your home. That's me, so I'm delighted to be your personal doctor! If you'd like to switch, no worries – just visit kp.org/doctors.

Hope to see you soon!

Shravantika B Reddy, MD
Shravantika B Reddy, MD

NEXT STEPS

- Schedule your first visit**
Visit kp.org/appointments or call 404-365-0966 (TTY: 711) Mon-Fri, 7 a.m. – 7 p.m.
- If you want to switch your doctor**
Visit kp.org/doctors
- Questions about how your plan works?**
Call 1-855-364-3185



Hi Victoria!

We hope to see you soon.

KAISER PERMANENTE.

TownPark Comprehensive Medical Center
750 TownPark Lane
Kennesaw, GA 30144

Nine Piedmont Center • 3495 Piedmont Road, NE • Atlanta, GA 30305 • 404-364-7000
Please recycle. 821542317_AA1 03/22 ©2022 Kaiser Foundation Health Plan of Georgia, Inc.

Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	X	X*	X	X

First Visit Welcome Kit

Message: More details about types of care and resources

- Convenient care options
- Kp.org and the KP App
- Healthy Living Classes and other health resources such as online tools and telephone coaching
- Required health care notices

Channel: Handout provided in person

Trigger: First visit to KP facility

Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	X	X	X	X

**Your care,
Your way**

Convenient care options

HealthyLiving

Access live virtual classes and on-demand fitness videos from the comfort of your own home.

Explore kp.org/classes/ga to get free access to live virtual classes and on-demand fitness videos from the comfort of your own home. Our classes are led by Kaiser Permanente industry experts who give you hands-on training on how to make conscious, everyday choices to live well.

Live virtual class and on-demand video content includes:

- Healthy cooking & eating classes
- Fitness & exercise classes
- Weight management classes
- Diabetes prevention & management classes
- Heart health classes
- Kidney disease management classes

View live virtual class schedules and on-demand videos at kp.org/classes/ga

To register for live virtual classes:*
Members: 404-365-0966
Non-members: 404-364-7117

*After registering for your desired live virtual class, you will receive an email with instructions with a link to join the virtual class you selected one to two days before the class date.

KAISER PERMANENTE

Create your online account

Get started with our new and improved features at kp.org/registernow or download and sign in to the free Kaiser Permanente app.

Download on the App Store | GET IT ON Google Play

ONE POWERFUL APP

- Lab results
- Email your doctor
- Prescriptions
- Appointments
- Video Visits
- Chat with a Doctor
- View your online Personal Action Plan
- Payments

Save time and trips

It's simple to keep up with your care and costs – quickly, securely, anytime, anywhere. Download our mobile app today and activate your personal kp.org account.

KAISER PERMANENTE

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Month 2 - Care Access

Message:

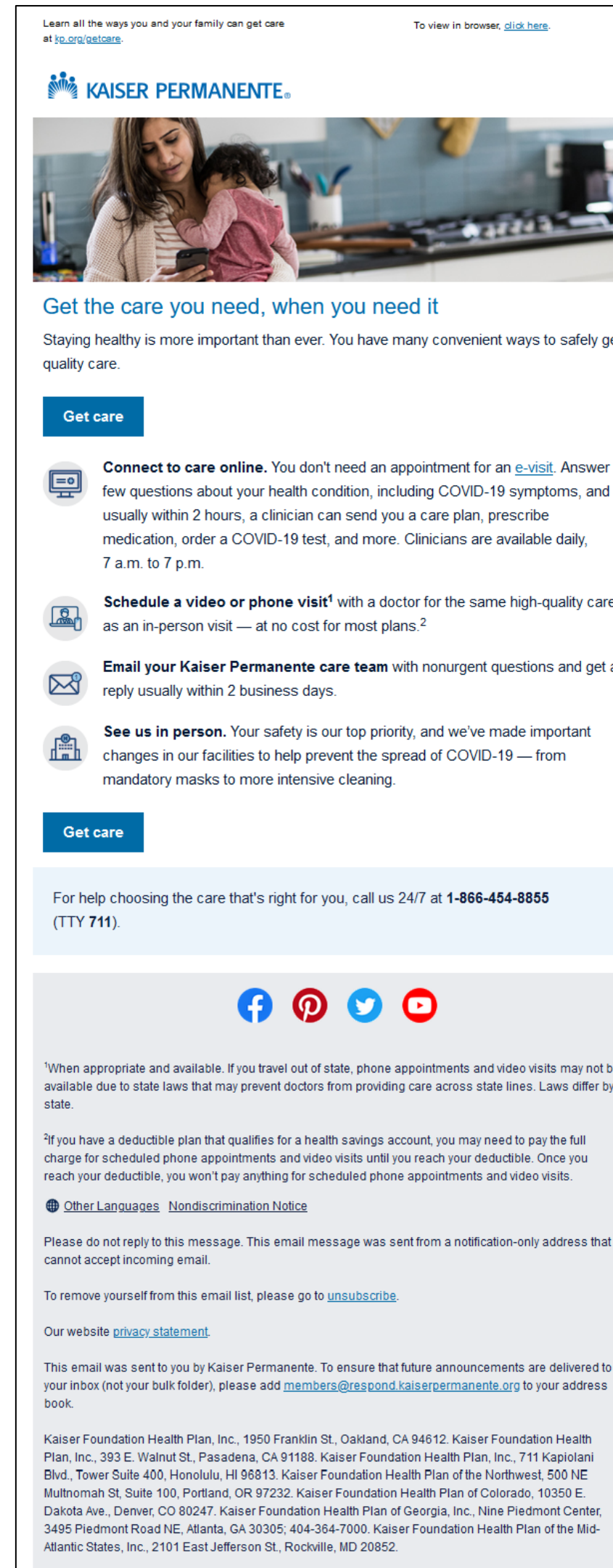
- Get care that fits your schedule and lifestyle (in person, phone, video, online)
- How to get care in the moment (24/7 care and advice via phone, urgent care, email, and e-visit)

Call To Action:

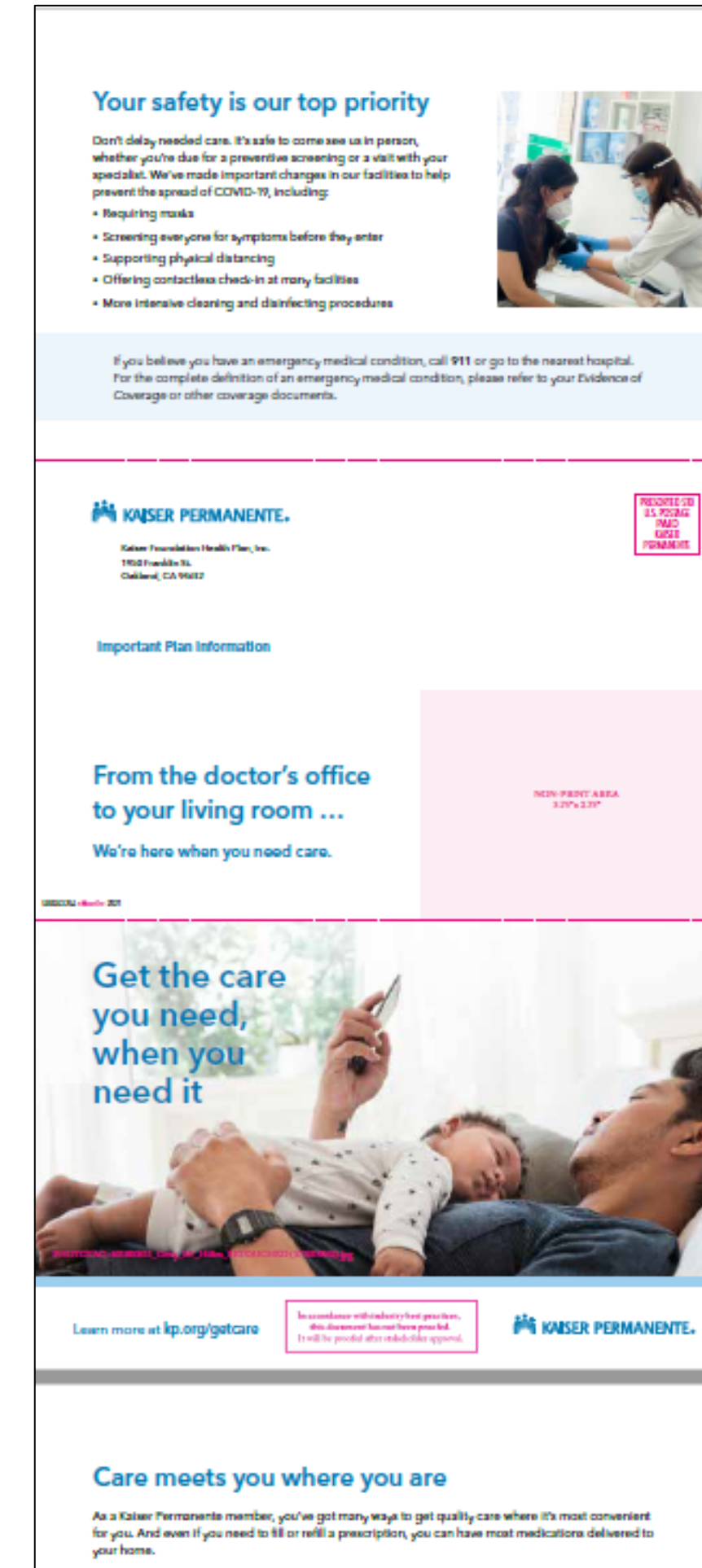
Direct Mail & Email: Visit kp.org or the KP app to get care how you want it
 SMS with Video: Watch video to learn about care options

Channel(s): Email, SMS with video, and/or Direct mail

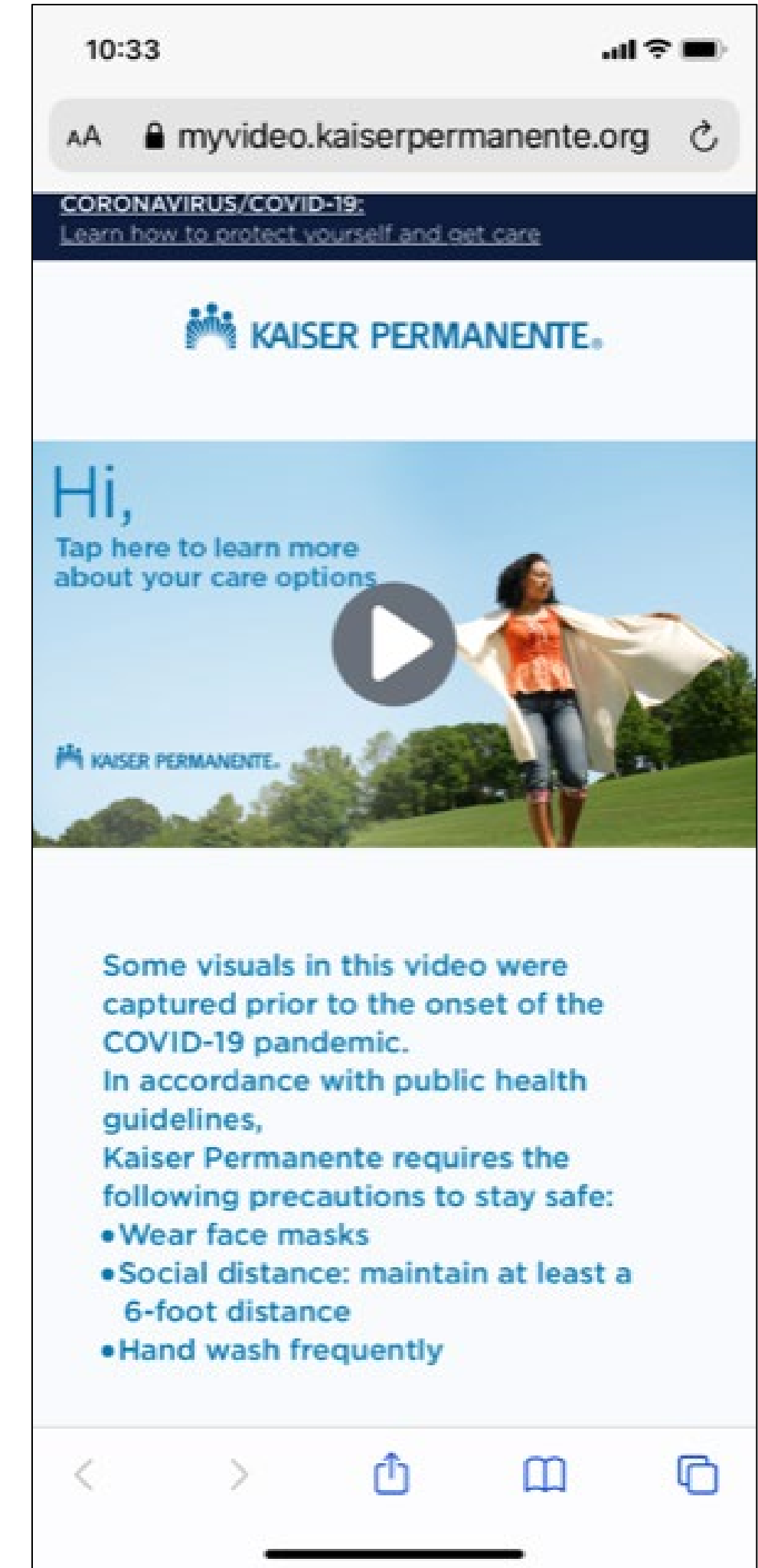
Trigger: Automatically delivered to members in their second month of membership



Email



Direct Mail



SMS with video

Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	X	n/a	n/a	n/a

Month 3 - Mental Health and Wellness

Message:

Mental wellness and emotional wellness are important to your overall health.

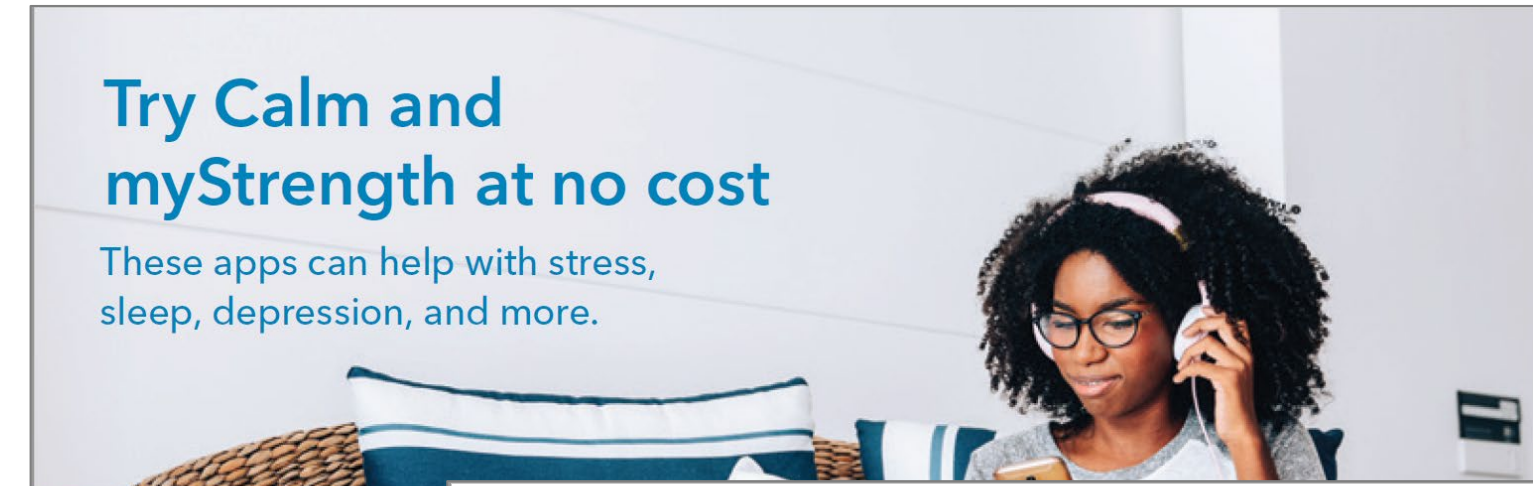
- KP provides self-care tools to help members sleep better, manage stress, relationships, and more.

Call To Action

- Download Calm and myStrength self-care apps at kp.org/wellnessapps

Channel(s): Direct Mail, Email, SMS

Trigger: Automatically delivered to members in their third month of membership.



Take care of yourself with Calm and myStrength

Everyone needs support for total health – mind, body, and spirit. That's why we're offering Calm and myStrength to adult Kaiser Permanente members, at no cost. These wellness apps can help you ease anxiety, improve sleep, manage relationships, lift your mood, and more.

Calm: the #1 app for meditation and sleep. Includes guided meditation sessions, soothing bedtime stories read by celebrities, and mental fitness sessions led by professional athletes.

myStrength: daily support for improving and maintaining your well-being. Get a personalized plan to improve your mental health. Includes tools for managing stress, setting goals, tracking progress, and meditating.

Sign up now at kp.org/wellnessapps

Calm and myStrength are not available to Kaiser Permanente Dental-only members. myStrength® is a wholly owned subsidiary of Livongo Health, Inc. The services described above are not covered under your health plan benefits and are not subject to the terms set forth in your Evidence of Coverage or other plan documents. These services may be discontinued at any time without notice. Kaiser Permanente health plans around the country: Kaiser Foundation Health Plan, Inc., in Northern and Southern California and Hawaii • Kaiser Foundation Health Plan of Colorado • Kaiser Foundation Health Plan of Georgia, Inc., Nine Piedmont Center, 3495 Piedmont Road NE, Atlanta, GA 30305, 404-364-7000 • Kaiser Foundation Health Plan of the Northwest, 500 NE Multnomah St., Suite 100, Portland, OR 97232

546350916 September 2020

Postcard

KAISER PERMANENTE

1141301716_Gettyimages_RF_HiRes.jpg

Take care of yourself with Calm and myStrength

Everyone needs support for total health — mind, body, and spirit. That's why we're offering adult Kaiser Permanente members 2 wellness apps, Calm and myStrength, at no cost. These wellness apps can help you make small changes to improve your sleep, mood, relationships, anxiety, depression, and more.

Try Calm and myStrength now

Calm
Calm is the #1 app for meditation and sleep. Features include:

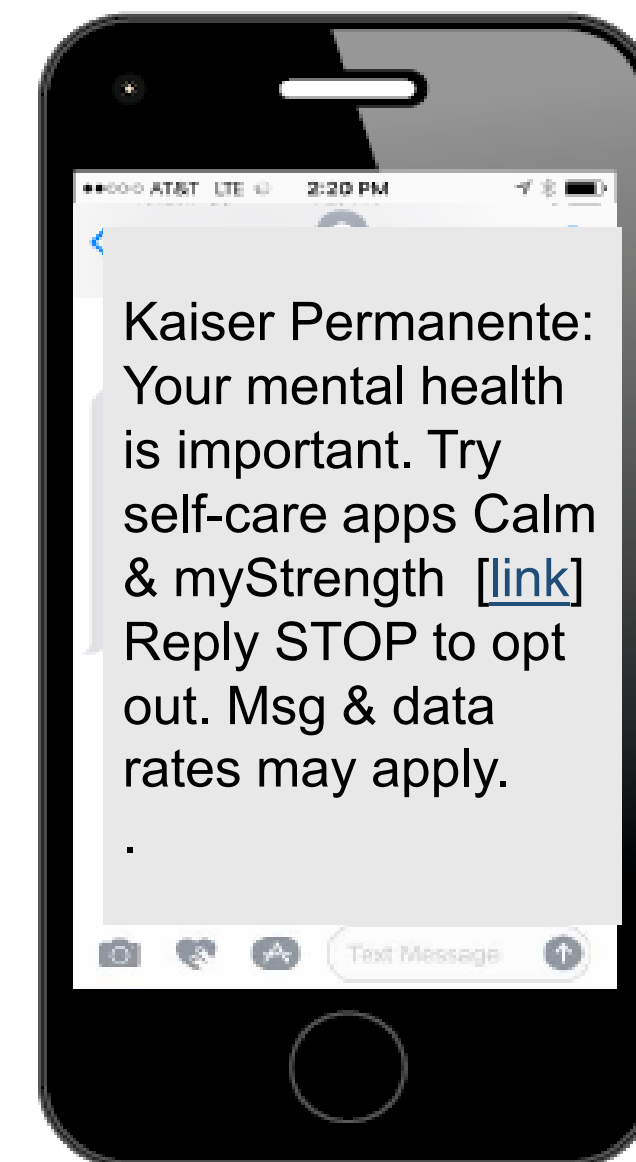
- Guided meditation sessions and videos on mindful movement
- Soothing bedtime stories read by celebrities
- Mental fitness sessions led by professional athletes

Try Calm and myStrength now

myStrength
myStrength app offers daily support for improving and maintaining your overall well-being and resilience. Features include:

- A personalized plan to help with depression, anxiety, stress, substance use, and more
- Tools for managing stress, setting goals, and tracking progress
- Mindfulness and meditation activities

Email



SMS

Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	X	n/a	n/a	n/a

Month 4 - Class Pass

Message:

- Get more out of your KP membership
- Take advantage of online fitness tools to stay fit and healthy
 - Free online classes from library
 - Discounted live video or in-person classes

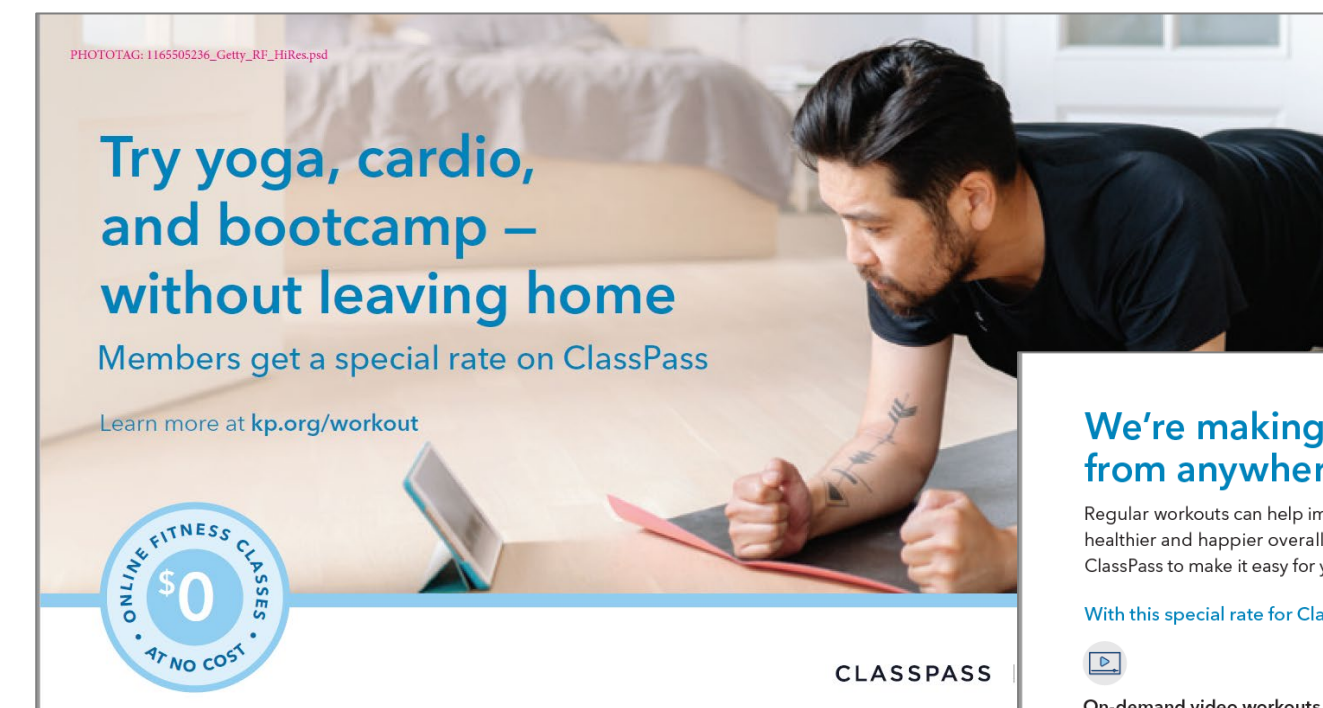
Call To Action:

- Go to kp.org/workout

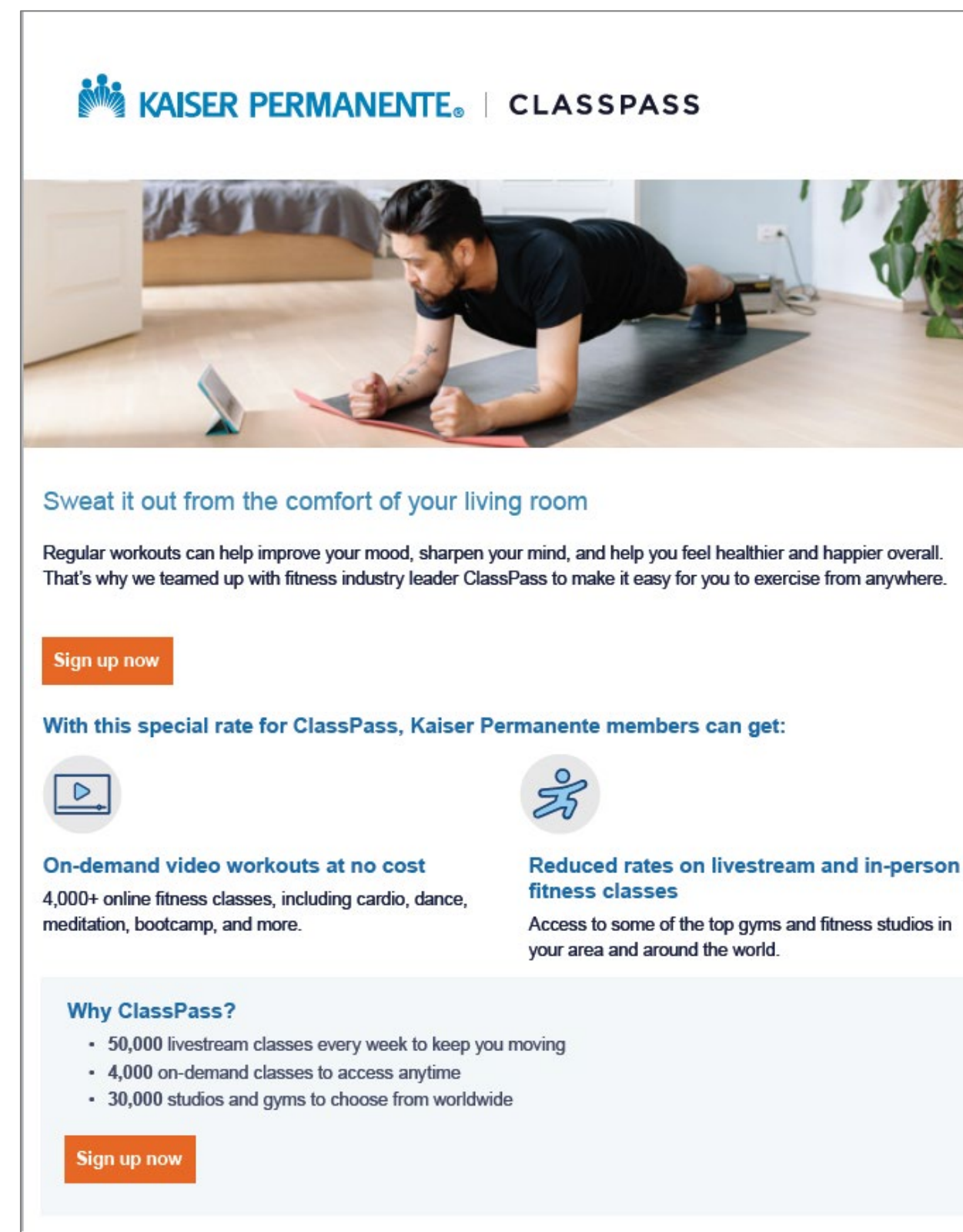
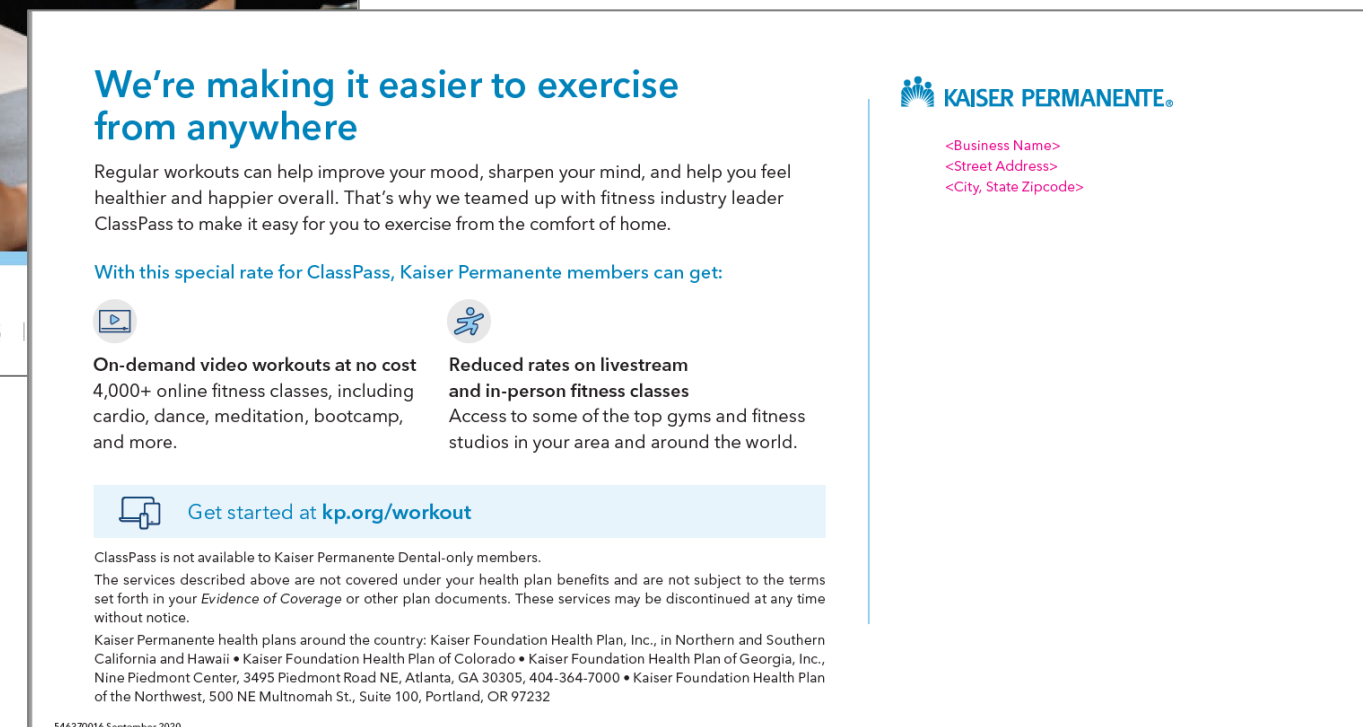
Channel(s): Direct mail, Email, SMS

Trigger: Automatically delivered monthly to members in their fourth month of membership.

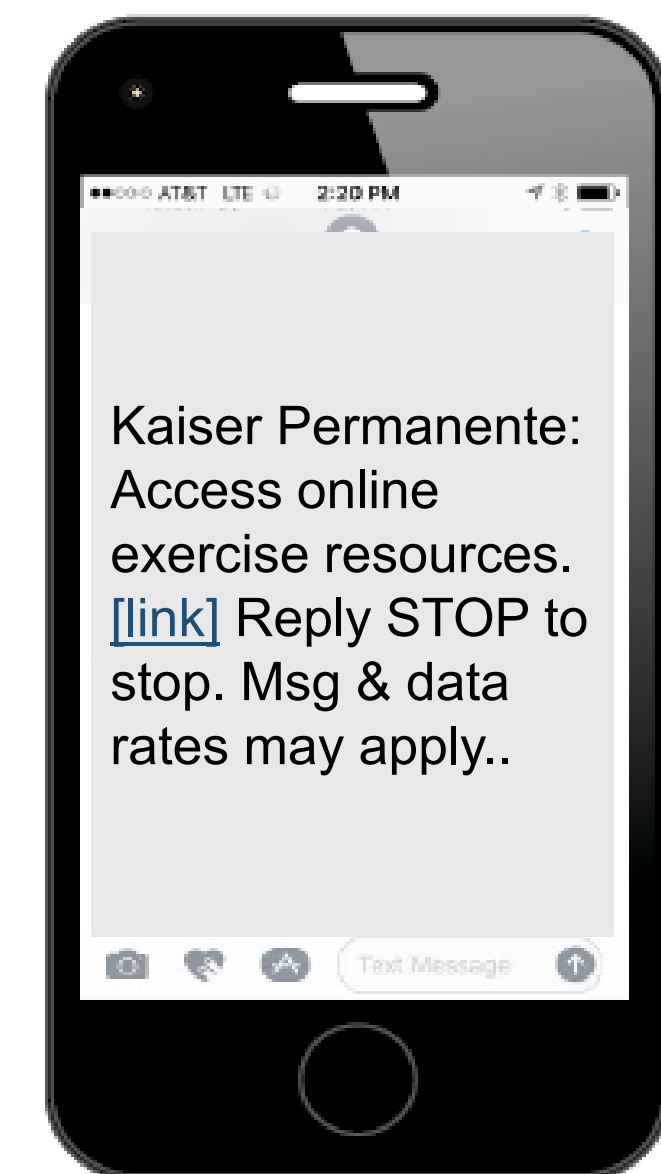
Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	X	n/a	n/a	n/a



Postcard



Email



SMS

First Visit Outreaches

DHMO Pre-Visit Outreach



Message: Helps members prepare for upcoming visit:

- Estimate your costs before visit
- Additional services may result in costs
- What to do if need help
- Watch this video to prepare for your appointment

Channel(s): IVR or Email

Trigger: Scheduled an upcoming visit in the next 7-10 days


Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	n/a	n/a	n/a	n/a


Prepare for your upcoming appointment

With your new deductible HMO plan, you'll pay for care a little differently. Get ready for your visit by estimating your costs and understanding what to expect.


[Estimate your costs](#)



During your visit, you may get additional services such as X-rays or blood tests. These may have extra costs. If so, you'll get a bill later.




You'll pay the full amount for many services until you reach a set amount called your deductible. After you reach your deductible, you'll start paying less — a [copay or coinsurance](#).



Need help paying for care? You have options. Call us at [\[XXX-XXX-XXXX\]](#).

[Get a cost estimate](#)

Before your appointment, use our convenient [cost estimates tool](#) to get an idea of what you'll pay. You get personalized information every time.



DHMO *Post-Visit* Outreach

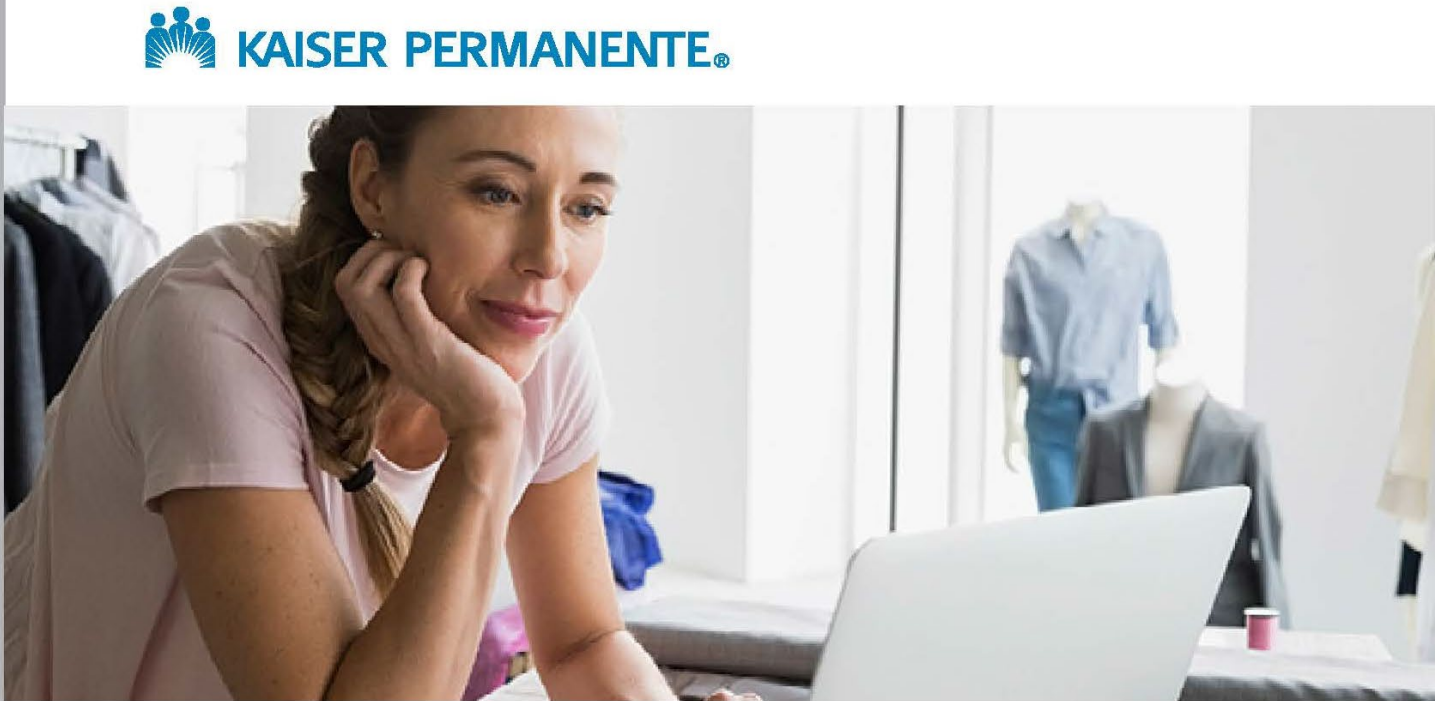
Message: Follow-up to help set expectations for member and help them understand:

- Additional services may have costs
- You may receive a bill
- Understand your bill and how to pay
- Track your expenses
- What to do if need help paying
- Manage/estimate your costs now and in the future

Channel(s): IVR and Email


Trigger: Had a visit in the past 7-10 days


Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	n/a	n/a	n/a	n/a




What to expect after your appointment

During your appointment, you may have received additional services that have extra costs. Understanding these costs can be confusing, but the tips and tools below can help. Here's how to estimate your costs, pay your bill, and track your expenses.


 **You may get a bill after your visit.** It will show the cost of the services you got, what you paid, and the amount you owe. You can pay your bill [online](#), on the [Kaiser Permanente app](#), by mail, or by phone at [\[XXX-XXX-XXXX\]](#), [\[weekdays\]](#) from [\[X a.m. to X p.m.\]](#)

 **You'll also get a summary of your care** (also known as your Explanation of Benefits). This isn't a bill. Use your summary of care to track your expenses and see how close you are to reaching your deductible and out-of-pocket maximum.

 **Need help paying for care?** You have options. Call us at [\[XXX-XXX-XXXX\]](#) for more information.

[Get a cost estimate](#)

After your visit, use our convenient [cost estimates tool](#) to get an idea of what you may owe. You'll get personalized information every time.



DHMO *Switcher* Outreach

Message: Inform members that they are now on a new deductible plan.

- Watch this video to view your personalized plan costs
- Estimate your costs before next visit
- Visit kp.org/deductibleplans for more
- IVR only: Connect to a live agent

Channel(s):


Email with video
IVR call

Trigger: Member switches to DHMO plan

Audience: New switchers to DHMO

Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	n/a	n/a	n/a	n/a


Learn how your plan works Having trouble viewing this email? [Click here.](#)





Hi **<First name>**,

With your new deductible plan, you get the same great care, services, and tools you expect from Kaiser Permanente. The main difference is what you pay for care. To avoid surprises, it's important to understand how your plan works.

[View your plan costs](#)

 **Most preventive care is covered** at no cost. Preventive care includes services like routine physical exams, flu shots, and mammograms.

 **You'll pay the full amount for many services** until you reach a set amount called your deductible. After you reach your deductible, you'll start paying less — a copay or coinsurance.

 **If you have questions** about your new plan, view our online information and resources. You can also call **[XXX-XXX-XXXX]**, **[weekdays]** from **[X a.m. to X p.m.]**

Get a cost estimate

Before your next appointment, use our convenient [cost estimates tool](#) to get an idea of what you'll pay. You get personalized information every time.

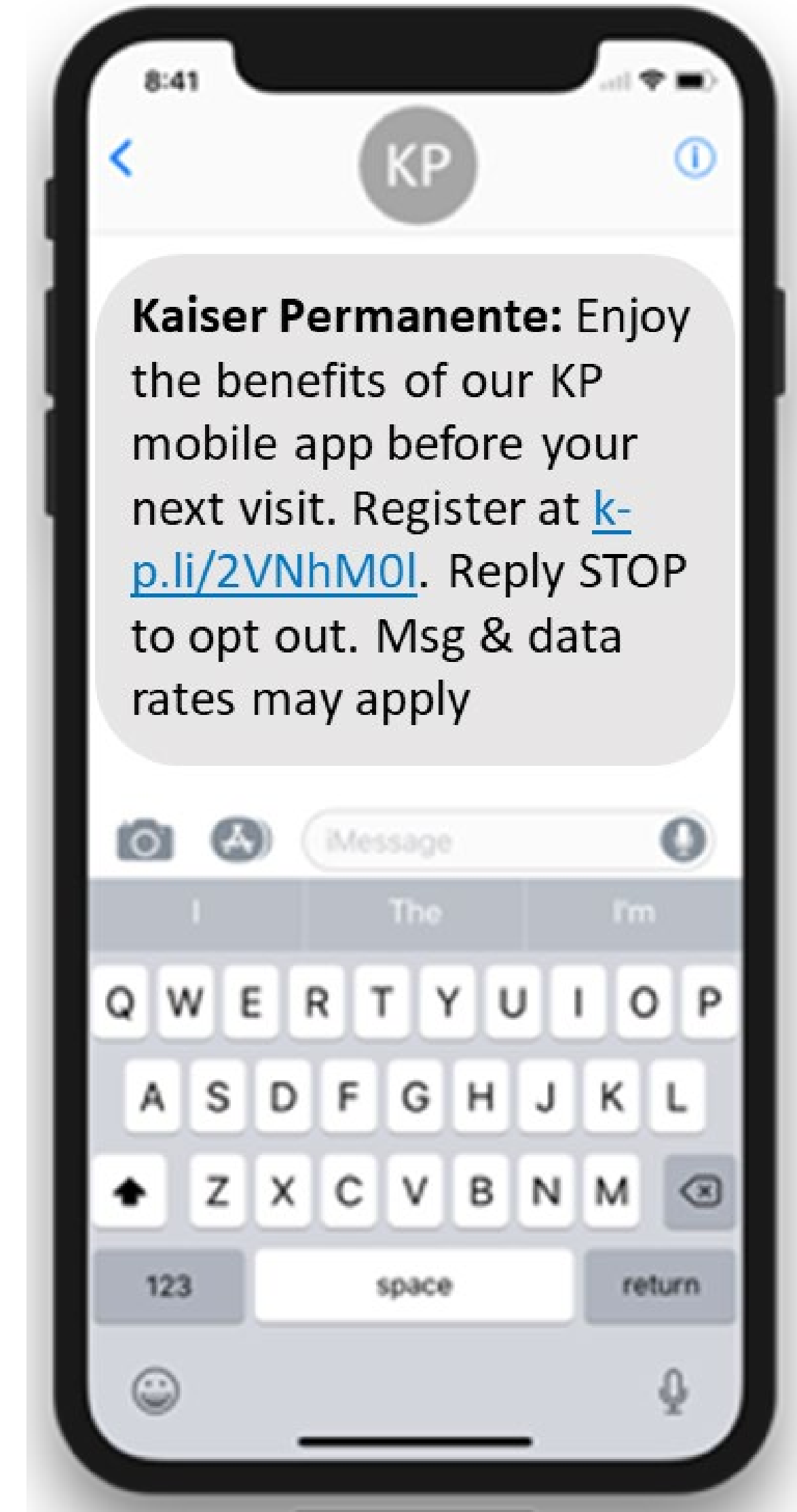
HMO Pre-Visit Outreach

Message: Register on kp.org to enjoy the benefits of the KP app before your visit

Channel(s): SMS

Trigger: Scheduled an upcoming visit in the next 7-10 days

Audience: Unregistered HMO members



Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	n/a	n/a	n/a	n/a

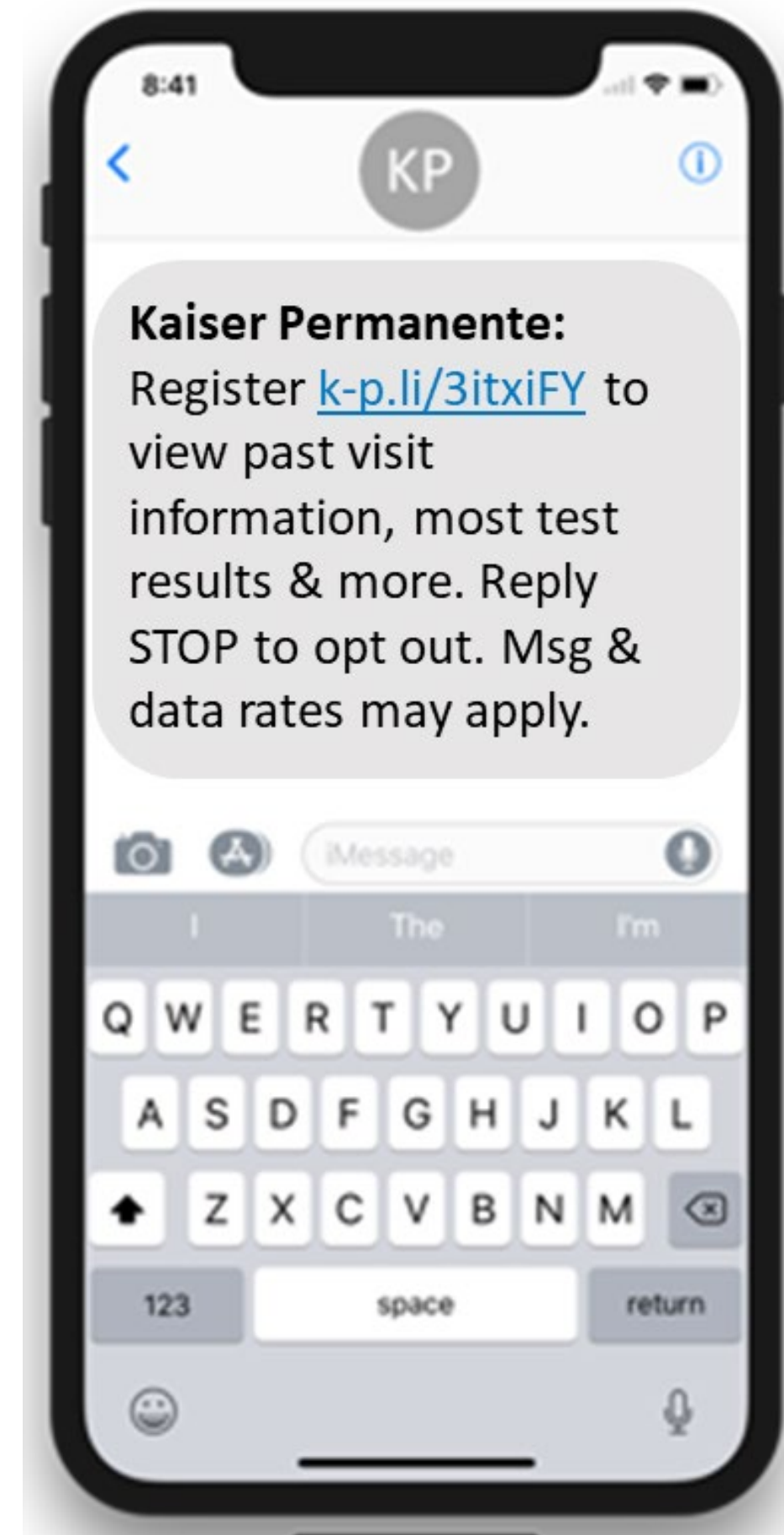
HMO *Post-Visit Outreach*

Message: Register on kp.org or download the KP app to view your past visit information, lab results, and more

Channel(s): SMS or IVR

Trigger: Had a visit in the past 7-10 days

Audience: Unregistered HMO members



IVR Call

Did you know that after your visit you can – email your doctor, easily refill prescriptions, view most lab results, schedule appointments, pay bills and much more?

We can send you a text message with a link so you can register easily on your cell phone. Would that be okay?

If you'd like, we can connect you with a representative who can help answer any questions you may have about creating your online account. Would that be, okay?

Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	n/a	n/a	n/a	n/a

Advanced Explanation of Benefits ‘cost estimate’

AEOB Legislative Requirements

- A. Provider Information
- B. Service codes
- C. What the plan pays
- D. Member’s cost share
- E. Progress towards deductibles and out-of-pocket maximums
- F. If services are subject to medical management technique; prior auth, step-therapy, etc.
- G. Disclaimer that the information is “an estimate” and subject to change
- H. Other information and/or disclaimers

A Page 2 of 4
 Patient name: Blair Gordon
 Estimate date: August 8, 2021
 Estimate ID: 20211080112345678912

Cost information about your upcoming visit

Hello, Blair. Here's some important cost information for your Dermatology appointment on August 16, 2021 at the Dermatology department in the Parkside Medical Offices.

If you received this document in the U.S. mail and would prefer to get it electronically, please go to kp.org/paperless and change your communication preferences.

Need help or have questions?

Find answers and tools to help you manage your costs at kp.org/coverageandcosts.

We're here to help if you have questions about your costs or need help paying for care, including setting up a payment plan or applying for financial help. Call 303-338-3219 (TTY 711) Monday through Friday, 8 a.m. to 6 p.m. MST, and reference cost estimate ID 20211080112345678912 or go to kp.org for a live chat option Monday through Friday, 8 a.m. to 6 p.m.

D **Total estimated cost^{1,2}**
 (This is not a bill)

Estimated amount you'll pay for your visit:

\$88.00

Your deductible and out-of-pocket totals as of August 8, 2021

Tracker totals don't include estimates listed in this document.

Deductible ³	Out-of-pocket ³
You've reached \$1,959.00 of your \$3,000.00 individual deductible. \$0 <div style="width: 65%; background-color: #0070C0; height: 10px; display: inline-block;"></div> \$3,000	You've reached \$2,225.00 of your \$8,550.00 individual out-of-pocket maximum. \$0 <div style="width: 26%; background-color: #0070C0; height: 10px; display: inline-block;"></div> \$8,550.00
You've reached \$1,959.00 of your \$6,000.00 family deductible. \$0 <div style="width: 33%; background-color: #0070C0; height: 10px; display: inline-block;"></div> \$6,000	You've reached \$2,225.00 of your \$17,100.00 family out-of-pocket maximum. \$0 <div style="width: 13%; background-color: #0070C0; height: 10px; display: inline-block;"></div> \$17,100.00

For the most up-to-date information on your coverage and costs, visit kp.org/coverageandcosts.

Footnote:

1. You may be asked to pay when you check in for your visit. 2. Your actual costs may be different. These estimates are based on your plan details, including whether you've reached your deductible or out-of-pocket maximum. 3. These don't reflect unprocessed charges.

Page 3 of 4

Here's a closer look at the estimated costs.*

Provider	Description	Estimated charges	Plan rate	We'll pay	Your share of the charges					
					Deductible	Copay/coinsurance				
ARUN L PATHY (MD)	Office visit (99212)	\$105.60	\$88.00	\$0.00	\$88.00	—				
Totals					B	\$105.60	\$88.00	\$0.00	\$88.00	—
What you owe:									\$88.00	D

You have \$1,190.00 in your health payment account, which you can use toward your visit.

G *This estimate was prepared on August 8, 2021. Your actual costs may be different. This estimate was developed based on the information that your provider gave us. It's based on your plan details, including whether you've reached your deductible or out-of-pocket maximum.

F The items or services included in this estimate may be subject to medical management requirements, and provision of this estimate does not indicate any medical management decision. Our payment for any covered items or services and/or your share of the costs may be different than what this estimate indicates depending on the items and/or services that you actually receive and your date of service. **This estimate is not a decision regarding coverage or payment.** You must be enrolled and entitled to coverage on the date of service. Our coverage and payment will be based on the terms and conditions of your plan as set forth in your Evidence of Coverage.

Common terms

<p>Coinsurance A percentage of the charges that you pay for covered services. For example, a 20% coinsurance on a \$200 procedure means you pay just \$40. See your Evidence of Coverage for your actual coinsurance amounts.</p> <p>Copay The set amount you pay for covered services — for example, a \$10 copay for an office visit. See your Evidence of Coverage for your actual copay amounts.</p> <p>Deductible The amount you pay for covered services each year before Kaiser Permanente starts paying. Depending on your plan, you may pay copays or coinsurance for some services without having to reach your deductible.</p> <p>Estimated charges The charges for services you get. You won't always pay these amounts. They're the full charges before your health plan pays. Your costs will usually be lower.</p> <p>Medical management Activities designed to make sure your services or items are medically necessary, effective, and appropriate care. Such activities may include, but are not limited to, prior authorization, precertification, and step therapy. To understand the medical management requirements for your plan, please review your Evidence of Coverage.</p>	<p>Order number A number used to identify an order requested by your provider.</p> <p>Out-of-pocket costs Any amounts you pay for services, not including your monthly premiums.</p> <p>Out-of-pocket maximum The most you'll pay for covered services each year. For a small number of services, you may need to keep paying copays or coinsurance after reaching your out-of-pocket maximum.</p> <p>Plan rate This is the rate we'll negotiate with your care provider for the services you get. The amount you pay will usually be lower once any amounts paid by your health plan are included.</p> <p>We'll pay This is the amount we'll pay your care provider for the services you get, based on your plan details.</p>
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Large	Small	KPIF	Medicare	Medicaid	Choice	SF
X	X	X	n/a	n/a	X	X