



Transition Discount for New Business Groups (51+)

Dear Broker,

Kaiser Permanente is looking to build on the positive momentum built throughout the 2016 year. In efforts to continue to do so, KP is employing a **Transition Discount** for New Business quotes that are issued to companies in Washington DC, Maryland **AND** Virginia. What this means is that all groups with 51+ eligible FTEs and written on the Mid-Large platform, will receive a discount on their second month's premium.

So how this works is a **New Business** selects KP as their Health Plan of choice with an effective date between **February 1, 2017 to December 1, 2017**. They go through the normal enrollment process, complete a group application, and provide First Month's Premium via **Binder Check**. Once the group is installed with KP and the first month's binder check has been collected, the **Transition Discount** will be applied to the 2nd Month's premium which will result in a **Zero Balance**.

It is important to note that if there are adjustments made in the effective month, there may be either credits or debits resulting from these changes. However, the **Transition Discount** will allow for greater savings to the Employer.

This initiative is geared to drive New Business opportunities in the Mid-Atlantic Region for the upcoming 2017 year. We have seen substantial growth in all of the Washington DC and Baltimore Metro Areas and will continue to evaluate competitive strategies in all jurisdictions.

This is a great opportunity to attack new opportunities to grow your Broker Book of Business, as well as develop a closer partnership with Me and Kaiser Permanente. Please send this communication and distribute to all your teammates. **Call me directly to learn more about our Transition Discount, receive additional information, and how I can help you use this program to serve your current clients and gain new, potential clients.**

Sincerely,
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