

Kaiser Permanente  
**BROKER**

**blast**

May 4, 2017

## Introducing the Home Run new sales broker incentive

Selling Kaiser Permanente is now easier and more rewarding than ever.

The Home Run new sales incentive program from Kaiser Foundation Health Plan of the Mid-Atlantic States, Inc. (Kaiser Permanente) offers you a way to grow your book of business and put some extra money in your pocket. The Home Run Bonus offers two independent ways to earn: finalist meeting or a KP Experience presentation. Pick the one that works best for you. For instance, you can **earn up to \$1,000 in on-the-spot rewards** starting now by attending a KP Experience with an active RFP.

Each track within the Home Run Bonus program consists of two parts:

### **The Finalist Meeting:**

Part 1: Have your Kaiser Permanente representative join you for the finalist meeting with a potential new client.

**Reward:** Visa® gift card (on-the-spot reward)

- Groups 51-100: \$500
- Groups 101+: \$750

Part 2: Close the deal with the new client group as a direct result of partnering with your Kaiser Permanente representative on the finalist meeting.

**Reward:** Visa® gift card (on-the-spot reward)

- Groups 51-100: \$500
- Groups 101+: \$750

### **KP Experience + RFP:**

Part 1: Attend a KP Experience presentation with an active RFP.

**Reward:** Visa® gift card (on-the-spot reward)

- Groups 51+: \$1,000

Part 2: Close the deal with the new client group as a direct result of partnering with your Kaiser Permanente representative on the KP Experience presentation.

**Reward:** Visa® gift card (on-the-spot reward)

- Groups 51+: \$1,000

**Program starts with policies effective May 1, 2017 through January 31, 2018.** All rewards are subject to sales management approval. All Kaiser Permanente health plan products are eligible, including our HMO and Flexible Choice products.

For complete details, eligibility and fine print, please [click here](#). ***If the document does not open automatically, click the "Download" icon in the bottom left hand corner.***



# Score big with the **HOME RUN BONUS**

## Choose one of two bonus tracks to sell the highest-rated health plan in the Mid-Atlantic

Jump-start your sales with one of two Home Run Bonus incentive programs from Kaiser Permanente. Earn some major league cash rewards when you grow your book of business and fast-track sales with your Kaiser Permanente representative between May 1, 2017, and January 31, 2018.



**Want to learn more?**

Contact Matt Chubb today at

**703.287.6689** or

**[Matt.A.Chubb@kp.org](mailto:Matt.A.Chubb@kp.org)**

The Home Run Bonus program offers two independent tracks for you to choose from:

- 1. Finalist meeting
- 2. KP Experience + RFP

Choose just **one** bonus track (they cannot be combined), and once you select your track, follow each step to earn your rewards. Note that the larger your group size, the larger your reward.

	Finalist meeting	KP Experience + RFP
<b>STEP 1</b>	Conduct a finalist meeting with your Kaiser Permanente sales representative. <b>Group size 51-100 = \$500</b> <b>Group size 100+ = \$750</b>	Attend a KP Experience with an active RFP. <b>Group size 51+ = \$1,000</b>
<b>STEP 2</b>	Win. Successfully create a new customer by partnering with your Kaiser Permanente sales representative during the finalist meeting. <b>Group size 51-100 = \$500</b> <b>Group size 100+ = \$750</b>	Win. Successfully create a new customer by partnering with your Kaiser Permanente sales representative during the KP Experience presentation. <b>Group size 51+ = \$1,000</b>

**Example 1 (Finalist):**

Your Kaiser Permanente group (51-100 eligible employees) has 25 subscribers enrolled.

Your incentive award is \$500 for successfully completing STEP 1 and \$500 for successfully completing STEP 2.

**Total bonus is \$1,000.**

**Example 2 (KP Experience):**

Your potential Kaiser Permanente group (100+ eligible employees) attended a KP Experience. You won the account, and 80 subscribers enrolled.

Your incentive award is \$1,000 for successfully completing STEP 1 and \$1,000 for successfully completing STEP 2.

**Total bonus is \$2,000.**



**Want to learn more?**

Contact Matt Chubb today at

**703.287.6689** or

**[Matt.A.Chubb@kp.org](mailto:Matt.A.Chubb@kp.org)**.

## Eligibility Rules

- All licensed and appointed Kaiser Foundation Health Plan of the Mid-Atlantic States, Inc. (Kaiser Permanente), agencies and brokers are eligible. General agents are not eligible for compensation under these bonus programs. Payment is contingent upon receipt of all required broker documentation, including an executed broker/agent agreement; proof of E&O coverage; appropriate marketplace certification(s) in Maryland, Virginia, and/or the District of Columbia; and a W-9 form.
- The new program is effective May 1, 2017, through January 31, 2018, and replaces all existing incentive programs.
- Agencies not qualified as of May 1, 2017, can attain qualification during the year.
- All Kaiser Permanente health plan products qualify.
- This program does not affect commission payments; bonus program rewards are paid in addition to scheduled commission payments.
- Kaiser Permanente will only pay compensation to brokers who are appropriately licensed and appointed in the jurisdiction in which the group is located.
- Group size is based upon census.
- Eligible employees not enrolled with Kaiser Permanente are not included in the group sales bonus calculation.
- The STEP 1 and STEP 2 are paid directly to the broker representative upon the discretionary approval of sales management.
- Broker bonus programs may also include payments resulting from other bonus/incentive programs offered by Kaiser Permanente.
- Brokers are responsible for complying with all legal requirements regarding disclosure of compensation by Kaiser Permanente in the form of commissions, bonuses, and other rewards.
- Kaiser Permanente reserves the right to change the terms and conditions of the program after the end of a designated period of the program.
- Kaiser Permanente and/or its designated representatives retain sole discretion over the interpretation of the terms and conditions of, and any or all provisions in, this compensation plan, and over resolution of any disputes from this compensation plan.
- Bonuses will be reported and disclosed in accordance with Kaiser Permanente policy and applicable law. Brokers who fail to meet the provisions of the Kaiser Permanente broker/agent agreement are not eligible for payment.

**[kp.org/choosebetter](http://kp.org/choosebetter)**