

# BROKER BLAST

October 2020

## **Kaiser Permanente launches Virtual Forward to serve members in a virtual world**

### **New product offers \$0 virtual care for employers and members seeking value**

Telehealth adoption has significantly increased over the past few months and is expected to continue to grow. At the same time, the current economy is causing employers to feel pressure to reduce costs.

To best serve our members and meet them where they are, we have developed Virtual Forward, a new product designed to bridge the gap between virtual care channels and access to in-person care, all while providing members and employers with up-front value.

#### **About Virtual Forward**

Virtual Forward plans deliver affordable, high-quality, coordinated care using a number of virtual options—video visits, e-visits, phone, email—with no high monthly premiums. It's care when and where it works best for our members, at home or on the go, with in-person care in a medical center available when needed.

With Virtual Forward, virtual care is always \$0 and allows members to

see their personal doctor—as well as any specialists they've been referred to—by video or phone. Because members' medical records are seamlessly shared between doctors, there's no need to transfer or carry them to other providers.

### **Key Product Highlights**

- Virtual care is always \$0.
- Members have access to KP Signature Network and KP pharmacies.
- \$0 for first in-person primary care visit and annual preventive visits and services.
- When in-person care is needed, Virtual Forward offers predictable cost shares after the deductible.

Virtual Forward is available now for Mid-Large employers (effective 1/1/21) and will be available for Small Group and KPIF in 2022.

We have developed a [Sales flyer](#) and [Plan detail flyer](#) with more information. Please feel free to share these resources with your employer customers. We have a landing page where more information can be requested at [kp.org/virtualforward](https://kp.org/virtualforward).