

# Step up your rewards with the STEP IT UP BONUS

2024 - 2025 GEORGIA BROKER  
COMMISSIONS AND REWARDS



Steps	15-50 eligible employees	Example
1	Conduct a finalist meeting or attend a KP Experience Tour with your Kaiser Permanente sales representative. <b>\$500 Digital Gift Card</b>	You conduct a finalist meeting with your Kaiser Permanente sales representative. You sell the new group and enroll 11 members out of 18 eligible employees.
2	Win. Successfully create a new customer and <b>enroll 10+ members</b> by partnering with your Kaiser Permanente sales representative during the finalist meeting or KP Experience Tour. <b>\$500 Digital Gift Card</b>	Your incentive reward is  \$500 for successfully completing STEP 1 and another \$500 for successfully completing STEP 2  <b>Total Digital Gift Card is \$1,000.</b>



Terms & Conditions:

- A group for which the broker completes Step 1 and/or Step 2 activities must have an effective date that falls within the bonus program effect dates.
- Group size is based upon the count of eligible employees in the Kaiser Foundation Health Plan of Georgia (KFHPGA) service area listed in the group's census.
- Brokers must be licensed and appointed by Kaiser Foundation Health Plan of Georgia (KFHPGA) and have and be in compliance with a current Producer Services and Commission Agreement with KFHPGA. The agent must be the broker of record for the group at the time of payout.
- Step 1 and Step 2 bonuses are paid directly to the broker representative via digital gift cards upon discretionary approval of sales management and only after the documented approval by agency leadership that the broker representative is eligible to receive the digital gift card.
- A broker can only receive one digital gift card per step per group.
- A "finalist meeting" is defined as a presentation where Kaiser Permanente presents to the broker's eligible new client as a finalist for consideration to offer health care coverage. A minimum of one decision maker from the prospective client must be present. The decision maker can include the company owner, executive, and/or HR Benefits Representative.
- A "KP Experience Tour" is defined as a scheduled tour with a Kaiser Permanente sales representative, broker and new client (with an active RFP) at a KP facility. A minimum of one decision maker from the prospect group must be present during the tour and the tour must be scheduled through Sales Operations. The tour must be completed prior to the group's effective date of coverage with KP.
- Multi-State accounts are not eligible for this program. Private Exchange, General Agent business, or any firms acting as a General Agent are not eligible for this bonus program. Kaiser Permanente reserves the right to change the terms and conditions of this bonus program up to and including cancellation, at any time. 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 bonus programs, and over resolution of any disputes regarding this bonus program.
- Brokers are responsible for complying with all legal requirements regarding disclosure of compensation from Kaiser Permanente in the form of commissions, bonuses, and other rewards. Digital gift cards will be issued within 90 days of the group's effective date.