

INDIVIDUAL & FAMILY | WASHINGTON

Bring in new Individual and Family members and earn rewards

Earn a bonus during 2025 by helping individuals and families find their healthy place.

You play an important role in helping consumers navigate the complex world of health care every day. Kaiser Permanente has options for individuals and families that could earn you additional incentives.



How to Qualify

Enroll new members on a Kaiser Permanente for Individuals and Families (KPIF) plan January 1, 2025 - December 31, 2025, to qualify for an additional per-enrollee incentive



What can I earn?

Once qualified, producers will earn a one-time bonus of \$50 per enrollee, including subscriber and dependents on and off exchange.

The more you sell, the more you earn!

Program qualifications

Enrollment will be determined as of the first day of the month following the Individual and Family client's effective date and reconciled premium.

To qualify as a new enrollee, the member cannot have had coverage with Kaiser Permanente Washington the month prior to their effective date. Enrollees must be enrolled for at least one month and have paid their premium for the period of time they are enrolled. Enrollees whose coverage terms mid-month will not be counted.

Payment

New Individual and Family sales both on and off the exchange are eligible for the bonus. Bonus payments will be made 90 days after each quarter. For example, for new enrollments effective January through March 2025, the bonus will be paid to the producer agency during the June 2025 commission cycle.

Enrollees may not be shared among 2 or more producers. Payout will be reported on the year-end 1099 tax form.

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For more information, contact the Individual and Family Sales and Producer Support team at **1-800-474-1079**.

Eligibility

Licensing requirements

The producer agency must be based in the Kaiser Permanente Washington service area, be licensed in the state of Washington and appointed by Kaiser Permanente, and have signed the Appointment and Commission Agreements that are currently in effect.

Restrictions on new Individual and Family sales

A qualifying new sale must reside within the Kaiser Permanente Individual and Family service area. Plans issued by Kaiser Permanente Northwest are not eligible for this program.

A new Individual and Family sale cannot be:

- A sale of an existing Kaiser Permanente enrollee
- A division of an existing Kaiser Permanente account (for example, a current dependent enrolls on a separate plan)
- A client currently enrolled with an existing Kaiser Permanente employer group account
- An enrollee of another Kaiser Permanente line of business (for example, Small Business Group) who is now purchasing an Individual and Family plan
- An enrollee who had Kaiser Permanente coverage the month prior to their effective date
- An existing Kaiser Permanente enrollee who has moved to a new producer via a Producer of Record Notification

Opting out of the program

A producer may opt out of the program at any time by providing a written notice to Kaiser Foundation Health Plan of Washington. Please submit written notice to Producer Relations at kpwa.producerinfo@kp.org.

Bonus program interpretation and termination

Final interpretation of the rules, eligibility, and qualification requirements will be determined by Kaiser Permanente. Kaiser Permanente reserves the right to revise or terminate the program at any time.

Kaiser Permanente refers to Kaiser Foundation Health Plan of Washington

We know that your health plan recommendation is based on what's best for your client. Making them aware of your participation in this program will only serve to strengthen that relationship.

This Producer Bonus Program is governed by the terms and conditions of the Appointment and Commission Agreements entered into between a producer and Kaiser Foundation Health Plan of Washington and/or Kaiser Foundation Health Plan of Washington Options, Inc. While governed by the terms and conditions of applicable Appointment and Commission Agreements, any compensation payable under this Producer Bonus Program is in addition to the compensation described within the Commission Schedules attached to applicable Appointment and Commission Agreements.