



Step Up by Offering Your Clients Care & Coverage Together with Kaiser Permanente!

Enroll NEW GROUPS with Kaiser Permanente and earn a digital gift card bonus!

Increase your rewards for selling a new medical group when you work with your Kaiser Permanente Northwest sales representatives during **finalist meetings** and **Experience KP Tours**. Earn digital gift cards for growing your business with Kaiser Permanente, available for new groups with effective dates between October 1, 2025 and January 1, 2026.

Eligibles	Experience KP	Finalist Meeting	Group Sells*
51+	\$1,000 Digital Gift Card	\$1,000 Digital Gift Card	\$1,000 Digital Gift Card
*In order to earn the Group Sells bonus, the group must have already qualified for either Experience KP or Finalist Meeting bonus and have a minimum of 25 enrolled subscribers to qualify for the gift card.			

*New Groups includes new groups and expansion business who have not had a Kaiser Permanente Northwest contract in the past 6 months. Digital Gift Cards are awarded within 90 days of the group effective date. For additional eligibility and terms see Additional Terms and Conditions on next page.

Additional Terms & Conditions:

- All licensed and appointed Kaiser Foundation Health Plan of the Northwest, Inc. (KFHPNW) agencies and brokers/producers are eligible. Payment is contingent upon producer/broker being licensed and appointed with KFHPNW and if applicable, Kaiser Permanente Insurance Company (KPIC), which requires receipt of all required documentation including an executed broker/producer agreement, appropriate marketplace certification(s) in Oregon and/or Washington, proof of E&O coverage, and a completed W-9 form. Brokers/producers must be licensed and appointed by KFHPNW and if applicable, Kaiser Permanente Insurance Company (KPIC)
- The bonus program is available for new groups with an effective date between October 1, 2025, through January 1, 2026, and can be combined with the KFHPNW standard 2025/2026 bonus programs. This program does not affect commission payments.
- All Kaiser Permanente Northwest medical health plan products qualify.
- A “finalist meeting” is defined as a presentation where Kaiser Permanente presents to the broker’s/producer’s eligible new client as a finalist for consideration to offer health care coverage. A minimum of one (1) decision-maker from the prospect group must present. Decision-maker can include company owner, C-suite executive, HR benefits manager, or above.
- A “Experience KP Tour” is defined as a scheduled tour with a Kaiser Permanente sales representative, broker/producer 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. The tour must be completed prior to the group’s effective date of coverage with KP.
- Payment of the Experience KP/Finalist meeting portion is not dependent upon group placing coverage with KFHPNW.
- Group size is based upon number of Eligibles in the group placing coverage.
- New groups are those with which KFHPNW and/or KPIC has not had a contract in the previous 6 months.
- Bonus payments are paid directly to the broker/producer representative upon the discretionary approval of the sales management of KFHPNW.
- Brokers/Producers and consultants are responsible for complying with all legal requirements regarding disclosure of compensation from KFHPNW and KPIC in the form of commissions, bonuses, and other rewards.
- KFHPNW 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 program, and over resolution of any disputes arising from this bonus program.
- Kaiser Permanente reserves the right to modify, amend, or terminate bonus and reward programs at any time, at its sole discretion.
- Brokers/Producers who fail to meet the provisions of the KFHPNW broker/producer agreement are not eligible for payment.
- All compensation, including commissions, bonuses, and rewards will be reported and disclosed in accordance with KFHPNW and KPIC policy and applicable law, including Forms 1099 and 5500.
- Brokers/producers are not required to participate in this bonus program. Brokers/producers may opt out of participation by notifying their sales executive of the intent to waive award.
- Bonus payments will be awarded via gift card directly to the producing agent, subject to the approval of the agent’s firm. Individual agents are responsible for complying with their firm’s policies, including ensuring their firm does not prohibit agents from participating in this bonus program.