

Connected Care Experiences

Digital Experience Center

January 2020



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Digital Support of our Integrated Care Model

Kaiser Permanente's digital capabilities support all aspects of our Integrated Care Delivery Model. Use kp.org or the KP mobile app to perform functions across both the health plan and care delivery areas – from emailing your doctor to paying a bill.



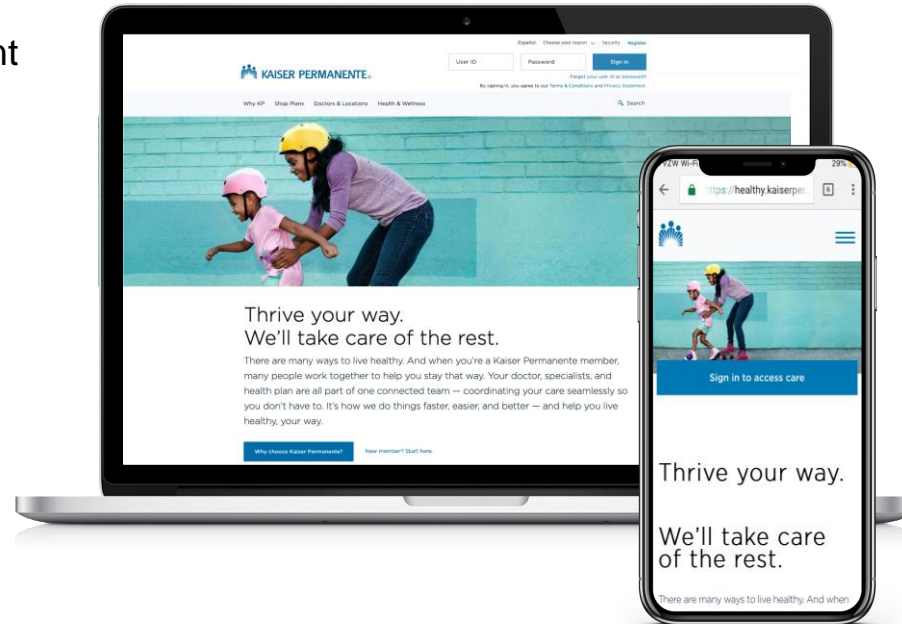
What Matters Most to Members

Easy Access in the Palm of Your Hand

- Direct access to your digital membership card for more convenient check-ins.
- Touch ID / Face ID enablement to enhance ease of logging in and security. Your information is safe.
- Ability to pay bills or view your payment history.

Easy to Get the Care You Want

- Get the same great care you're used to from the comfort of your home or on the go via telehealth options: eVisits, Chat with a Doc*, Video Visits



Easy Tools to Manage Your Health

- One-click access to key digital offerings (e.g. physician email, pharmacy services, appointment scheduling)
- Personalized recommendations on health content and tools based on your care needs to help you achieve healthy outcomes

Easy to See and Understand Your Costs

- Mobile optimized billing and personalized Cost & Coverage page that lets you see what's important to you

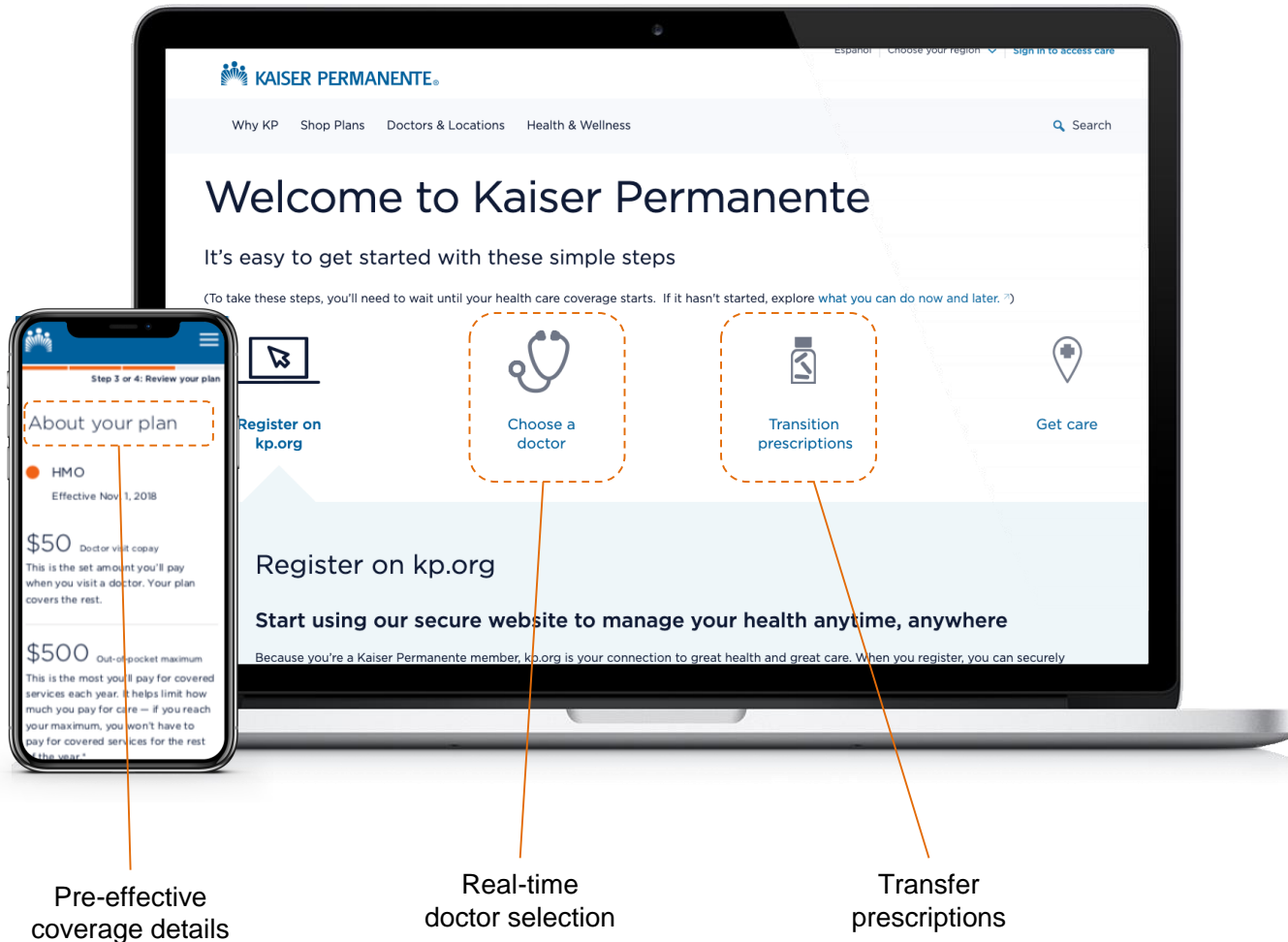
*Feature not yet available in all regions

Signing Up is Easy

Our Pre-Effective Member Welcome provides a self-service tool which includes Kp.org account creation, coverage details, and coverage start dates.

Once your coverage starts, transitioning to your new plan can be done in a few simple steps.

Choose a doctor, transfer prescriptions and schedule your first appointment.

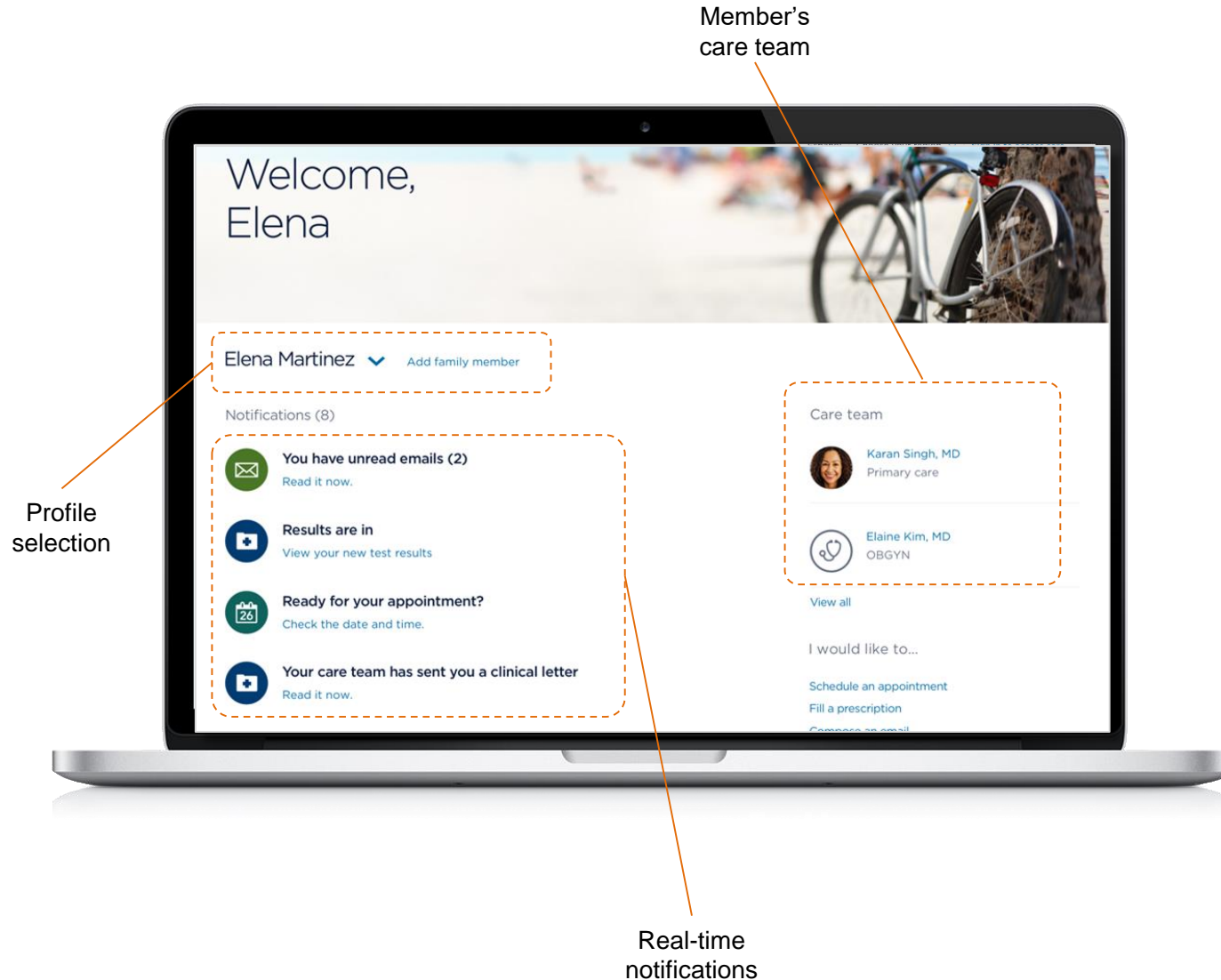


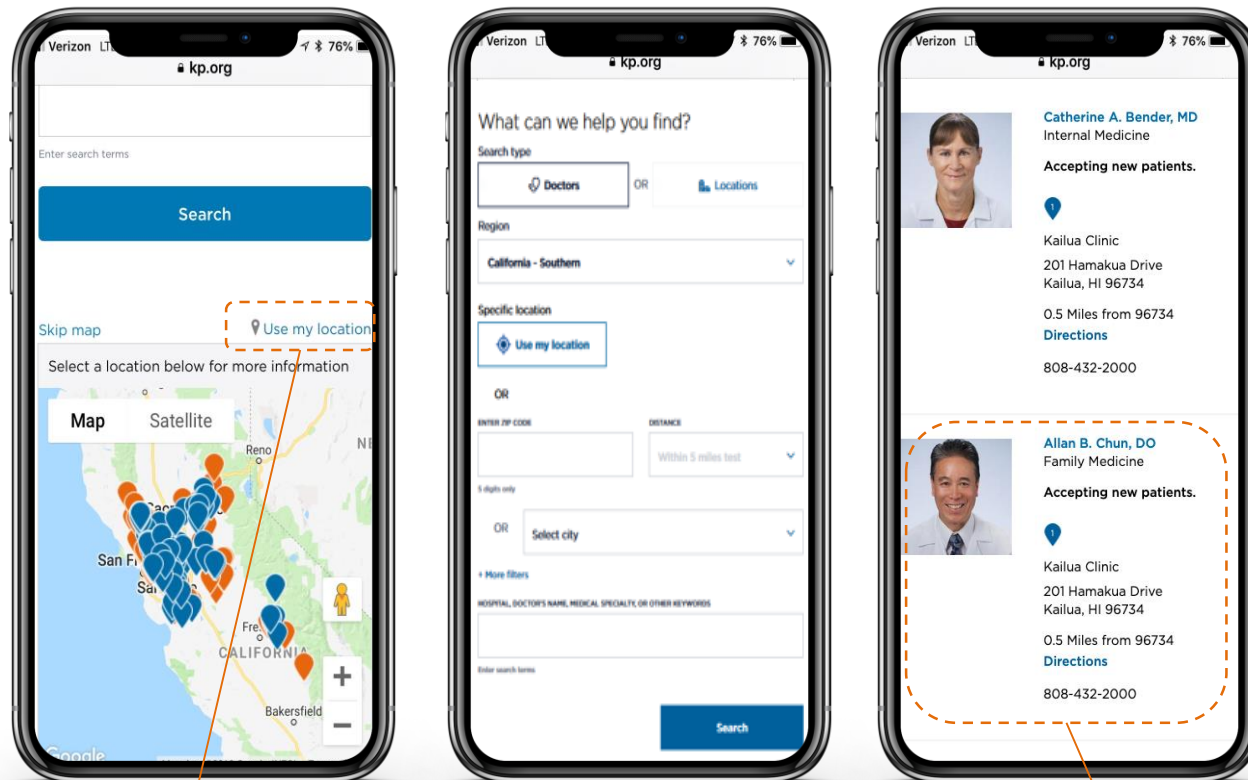
Personalized Dashboard

On your personalized Welcome page, you'll clearly see tools to manage your care and quickly access your care team.

Choose your language preference and review important notifications.

You can also manage care for your loved ones with the profile selection.





Search by
geo-location

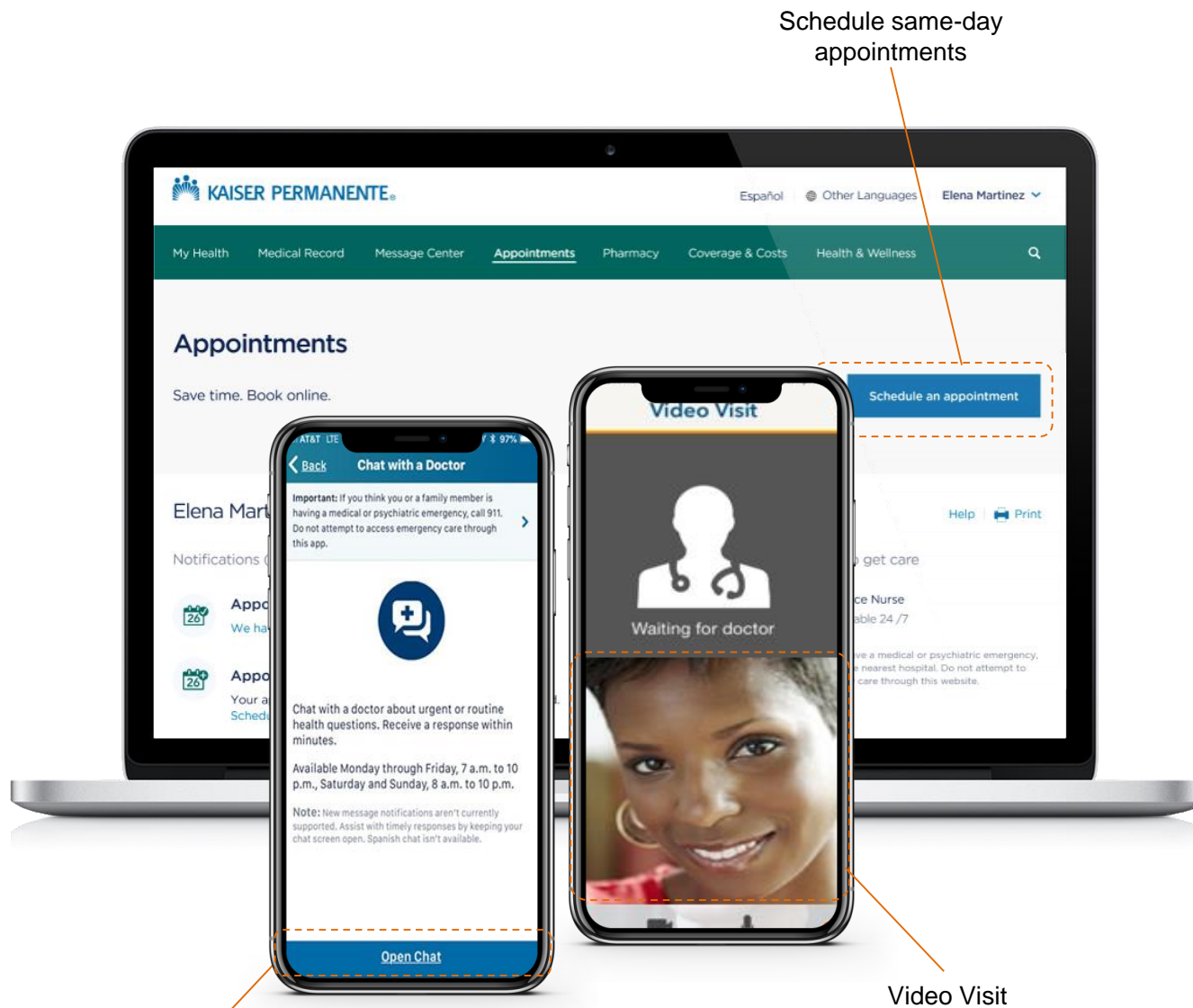
Physician
information

Choose Your Physician, Now.

See physician bios to compare doctors and select your choice in real-time.

Find facility locations based on your current location, zip code or city.

Then, schedule your first appointment with your primary care physician right from your phone.



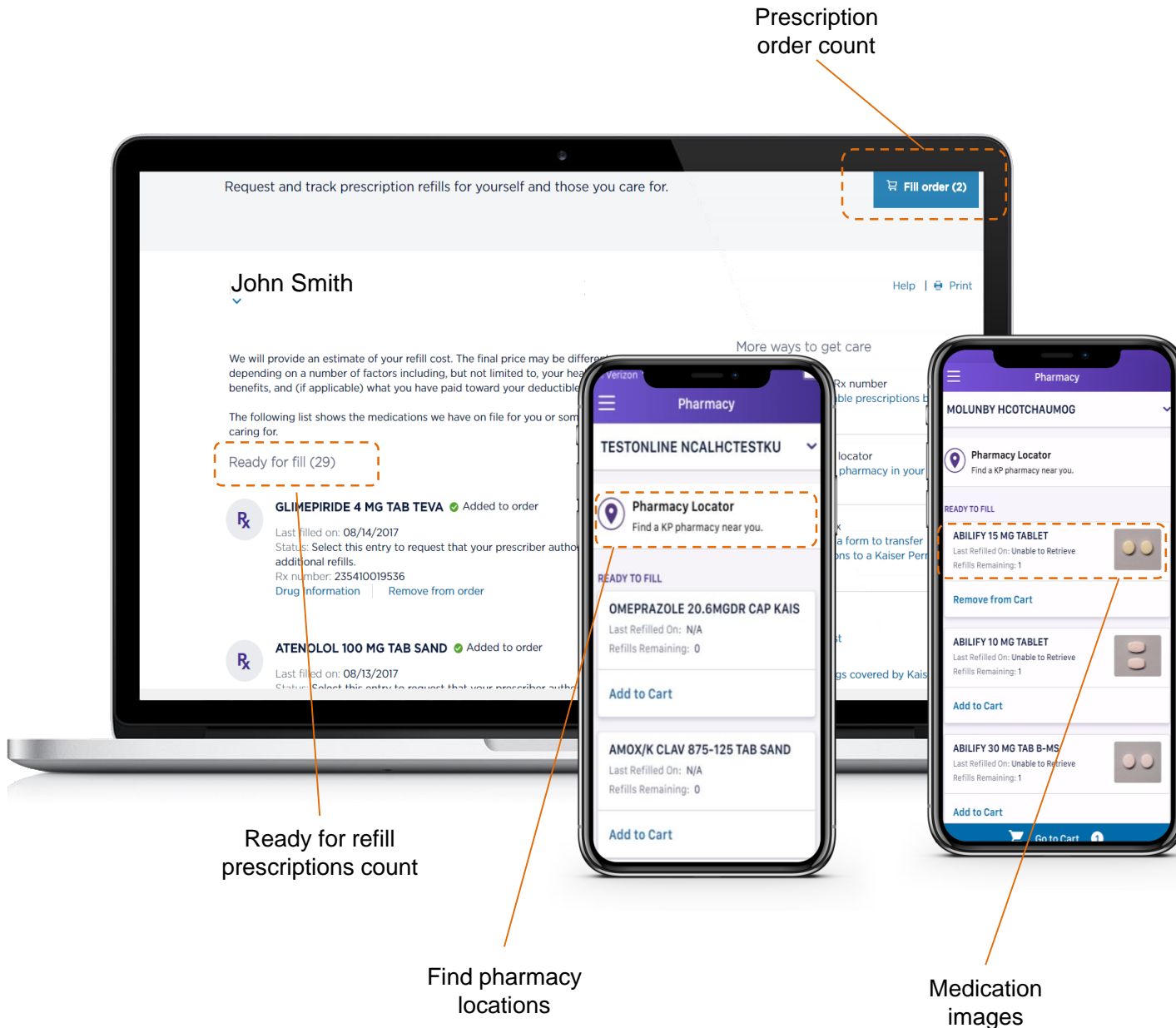
More Ways to Get Care

With Kaiser Permanente, you have options to get care anytime, anywhere. Make appointments or send a quick message to your care team on any of your devices.

Not sure whether your symptoms require a doctor visit? Try an eVisit for a quick online evaluation of your symptoms or talk to a provider through a telephone appointment.

You can even see and chat with your doctor from the comfort of home with our Video Visits option.

*Feature not yet available in all regions



Manage Your Prescriptions

Ordering your prescriptions is simple and convenient. Locate a pharmacy, order refills and pay for prescriptions from your mobile device.

Review dispensed medication with images and a list of physical details.

We'll notify you when your prescription has shipped or is ready for pickup.

If you are new to KP, switching your prescriptions is easy.



Check in remotely

Store up to four payment sources

Simplifying Check-Ins

Once you have an appointment, getting care is easy. Use the Express Check-In kiosks* to register for your appointment and let us know you've arrived.

Skip the line for your co-pay with mobile payments.

The Digital Membership Card makes identification a breeze and provides access to your records without a physical card

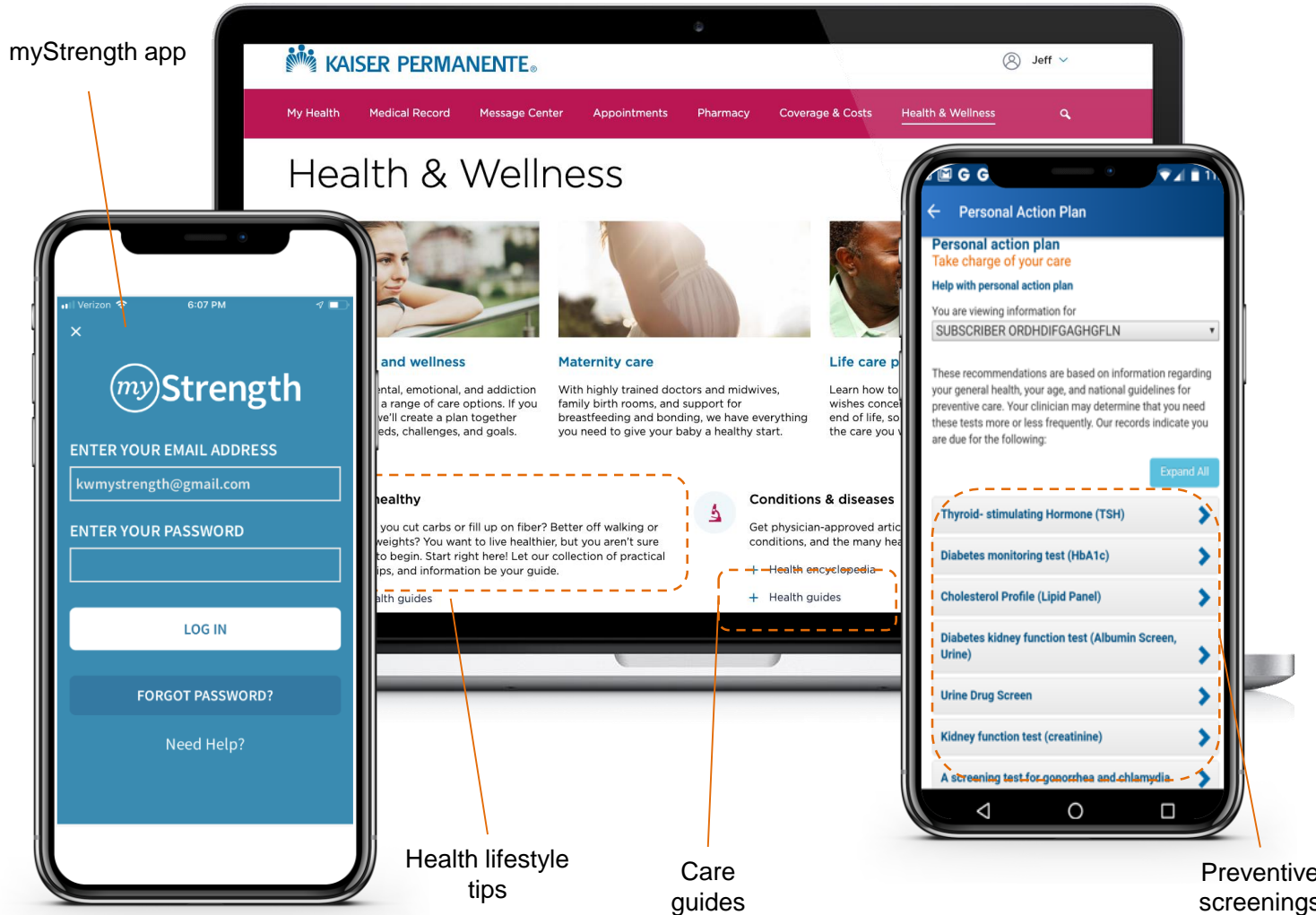
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Staying Healthy

Staying on top of your health can be tough. The online Personal Action Plan provides timely alerts, helpful information and options to take action, such as getting preventive screenings.

Our Mental Health and Wellness resources and tools provide self-serve content (articles, audios and videos) and tools for prevention and early intervention for members with mild-to-moderate emotional health symptoms.

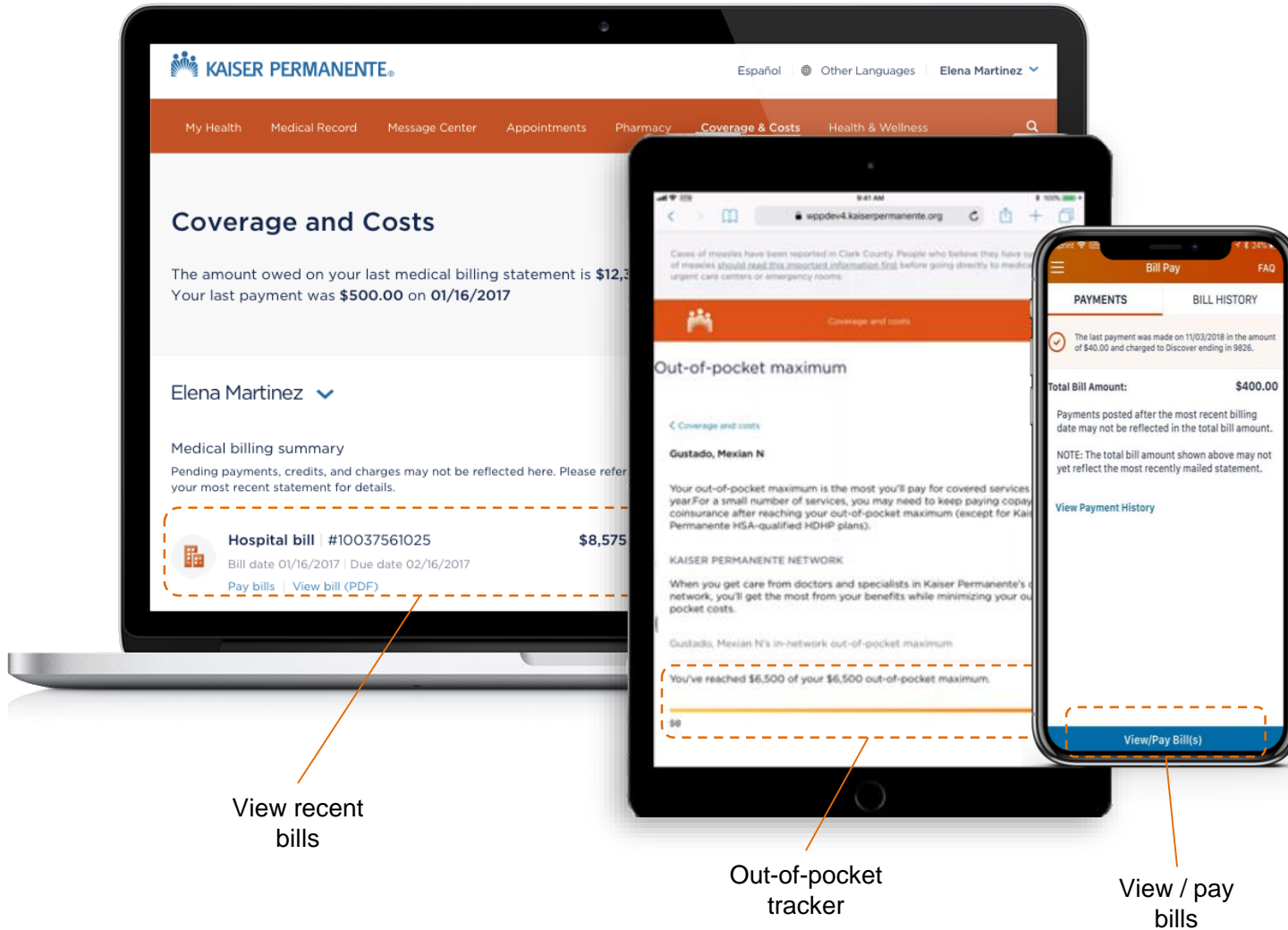
Track your health goals and progress with the myStrength app.

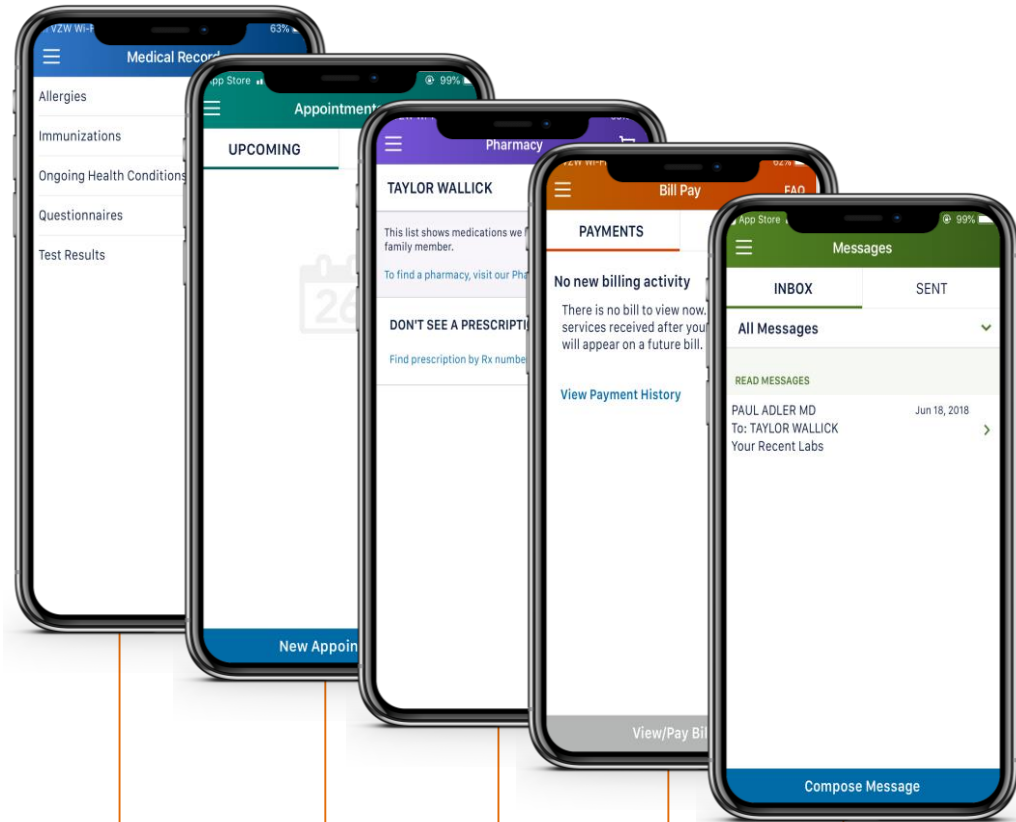


Cost Transparency

No surprises here. Kaiser Permanente provides personalized web pages with your services billing data and a helpful deductible tracker.

Use the Cost Estimation tool to estimate your costs for care and medications, check the status of claims, review your benefits, pay your bills, and more.





Medical
Record

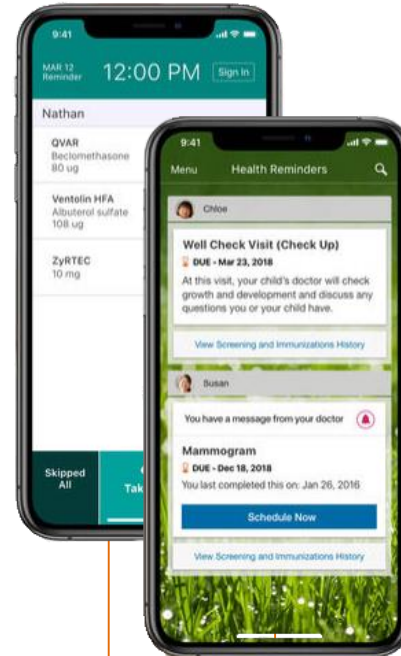
Appointment
Center

Pharmacy
Center

Message
Center

Mobile
Bill Pay

KP mobile app



My KP
Meds App

My Doctor
Online App

Partner mobile apps

Care On The Go

Manage your care on the go. Kaiser Permanente's and partner apps provide full access to the care you want conveniently from your mobile device.

We've got you covered whenever and wherever you go.

Real Members, Real Experiences



I find the KP app essential because I can look at records without contacting [the] help line. I can easily go to the app and check when my last shot was. I'm up to date on everything that's happening with me and my body, which is a positive influence on my health. Meanwhile, my friends go to clinics and they have to bring a stack of papers.

-Natalie, 23, caregiver



I like getting my lab results online. Rather than doing something over the phone I can actually see each point, see highs and lows and being able to cross reference. If it's something that's high I can go back and say, "What was the required parameter?" You're also not having to come back in for an appointment to get a piece of paper that you can look up and see online. Anytime you make healthcare easier, it's better.

-Brandon, 52, business owner



Kp.org feels like it's a way of KP letting us know that we can help you, even if it's not [in] person. It's like, 'Don't wait for our call to check the lab work. Don't wait for someone to get a hold of you. Here it is.'

-Victoria, 32, stay at home mother



My wife does not have KP and I watch her struggle with paper copies of what she has going on or not. I keep telling her how when I go to KP, they just pull up this electronic thing and they can walk in the door and just know everything about you. It feels seamless. I can see my records on the site and the app. When you get something done, you want to know what the results are.

-Tom, 66, accident investigator

*Testimonials are from actual Kaiser Permanente members. Photos are representative to protect member privacy.

Key Digital Capabilities

	FEATURE NAME	DESCRIPTION	MEMBER VALUE
HEALTH PLAN	Guided New Member onboarding	Members registering on kp.org for the first time receive a guided, personalized introduction to KP	Easy member registration and introduction to kp.org, plus prescription transfer guidance
	Profile and preferences on any device	Members can manage their kp.org profile and preference settings on desktop, laptop, tablet, and mobile	Keep your profile information up to date from anywhere
	Digital Membership Card	Provides members an easy and convenient way to authenticate their identity at the point of service	Access to your medical record number in the palm of your hand for quick identification
	Real-time physician selection	Allows members to select a physician in real time	Choose the doctor you want when you want
	Full payment history	Members can view payments made via any channel, including at point of service, by calling Member Services and through interactive voice response (IVR) or digital channels	See all your costs and payments in one place
CARE DELIVERY	Manage Rx from KP mobile app	Members can place, track, and refill prescriptions on the KP mobile app	Stay on top of your prescriptions on the go, so you'll never be without
	See estimated cost of prescriptions	Cost estimates are displayed when placing prescription orders	No more surprise costs for prescriptions
	Find Doctors & Locations via any device	Members can search for doctors and locations on desktop, laptop, tablet, and mobile	Find the care you're looking for wherever you are
	Click to Chat with care team*	Members can quickly chat with doctors or clinical staff	Connect with a care professional with one click
	Review cost and coverage	Members can view medical bill and payment plan details	Easily access your coverage and see what care will cost you
	Access care team and options on any device (e.g. Video Visits, or telephone visits)	Members can connect with their care team on desktop, laptop, tablet, and mobile	More ways to get care on more devices that fit your preference

*Feature not yet available in all regions

Key Digital Capabilities (cont.)

	FEATURE NAME	DESCRIPTION	MEMBER VALUE
CARE DELIVERY (cont.)	Push notifications – prescription, appointments, bills, and care gaps	Member will receive notifications based on their alert preferences	Get relevant information delivered to you
	Questionnaire completion on any device	Members can complete pre-treatment questionnaires on desktop, laptop, tablet, and mobile	Complete your documents before your appointment for added convenience
	Symptom-based triage via eVisits	Members can receive care via email communication with a health professional by answering an online questionnaire about their symptoms.	Get directed to the right care, remotely
	Video Visits	Members communicate with a doctor over live video for consultative, diagnostic, or treatment services	Video chat with your doctor from anywhere
	Online physical therapy	Access to online video to assist members with their physical therapy	Physical therapy you can access virtually
	Integrated mailbox (includes all departments)	All messages from care departments are collected into a single integrated mailbox	All your emails in one place
	Waitlist offers	Members can review and accept sooner appointment offers as they become available on a first come, first served basis	Take advantage of newly available appointments for those last-minute needs
	Share medical record information with third party apps	Members can grant permissions and provide ID for KP medical data for 3rd party app queries	Take control of your medical record for more integrated care
HEALTH & WELLNESS	Total health assessment and healthy lifestyle programs	Members can answer questions about their health and get a customized action plan to prevent health problems and be healthier	Understand where you stand and take steps to stay or be healthier
	Drug encyclopedia	Members can access information from desktop, laptop, tablet, and mobile to learn more about the drugs they are taking.	Get up to date information and learn about the prescriptions in your care plan

*Feature not yet available in all regions