

GROWING STRONGER TOGETHER

How the LMP growth campaign works

Kaiser Permanente and the Coalition of KP Unions have worked together for years to grow health plan membership while building union membership and increasing job security. In 2013 alone, this joint marketing effort helped win or retain some 75,000 health plan members.

Everybody has a role to play:

- » Senior KP and union leaders—including leaders of the 12 internationals that the coalition’s locals belong to—share strategic ideas and advocate for KP with union-affiliated purchasers.
- » Marketing teams that include union leaders and/or KP employees represented by a coalition union are broadening our reach beyond private sector union trust funds to unionized public agencies.
- » Unit-based teams create value for members by improving service, quality and affordability.
- » Individual workers make the case for KP in the community. (see Value Added)

In short, at nearly every juncture where our members, customers and potential members are considering whether they want KP as their health care provider, coalition unions and their members help ensure a “yes” answer.

DID YOU KNOW?

KP’s three biggest private sector unions account for more than 500,000 KP members



1 MAKING THE COMMITMENT

The 2012 National Agreement commits all parties (health plan, union coalition and medical groups) to “expand Kaiser Permanente’s membership...including designation as a provider of choice for all labor organizations in the areas we serve.” KP and union leaders have worked together on hundreds of accounts since LMP’s founding.

2 WINNING AND SAVING ACCOUNTS

LMP labor liaisons work directly with KP Sales and Account Management teams in California and the Mid-Atlantic States to build business with key union-affiliated accounts.

6 KEEPING NEW MEMBERS HAPPY

UBTs have launched more than 350 projects dedicated to improving the new member experience—projects that increase the likelihood members will stay with KP. In addition, LMP has funded pilots in six regions to test new approaches to reducing member turnover.

3 HEALTH AND WELLNESS ENGAGEMENT

LMP and KP teams are working with outside unions, school districts and public agencies to showcase KP’s expertise in wellness and disease prevention.

For example, the state of California and SEIU Local 1000 have partnered with KP to promote the “Healthier U” workforce wellness campaign in two state departments. A 2013 employee survey showed that department employees are eating better and exercising more—and that morale has improved.

Through similar partnerships, AFGE (a government employee union) and the California School Employees Association sent KP-branded health tips and endorsements of Kaiser Permanente to more than 850,000 people during open enrollment last year.

5 TELLING KP’S STORY

Twenty-nine union ambassadors—frontline workers trained to tell the KP story—spoke peer to peer at more than 150 events in three regions in the last two-and-a-half years to pitch KP to potential members. Many more union members have been trained to act as unofficial KP ambassadors.

4 MAKING CARE MORE AFFORDABLE

Unit-based teams conducted more than 2,100 projects in 2013 to improve affordability—the top concern of KP members and customers. Such projects have the potential to save Kaiser Permanente more than \$100 million a year.

