



Making Lives Better

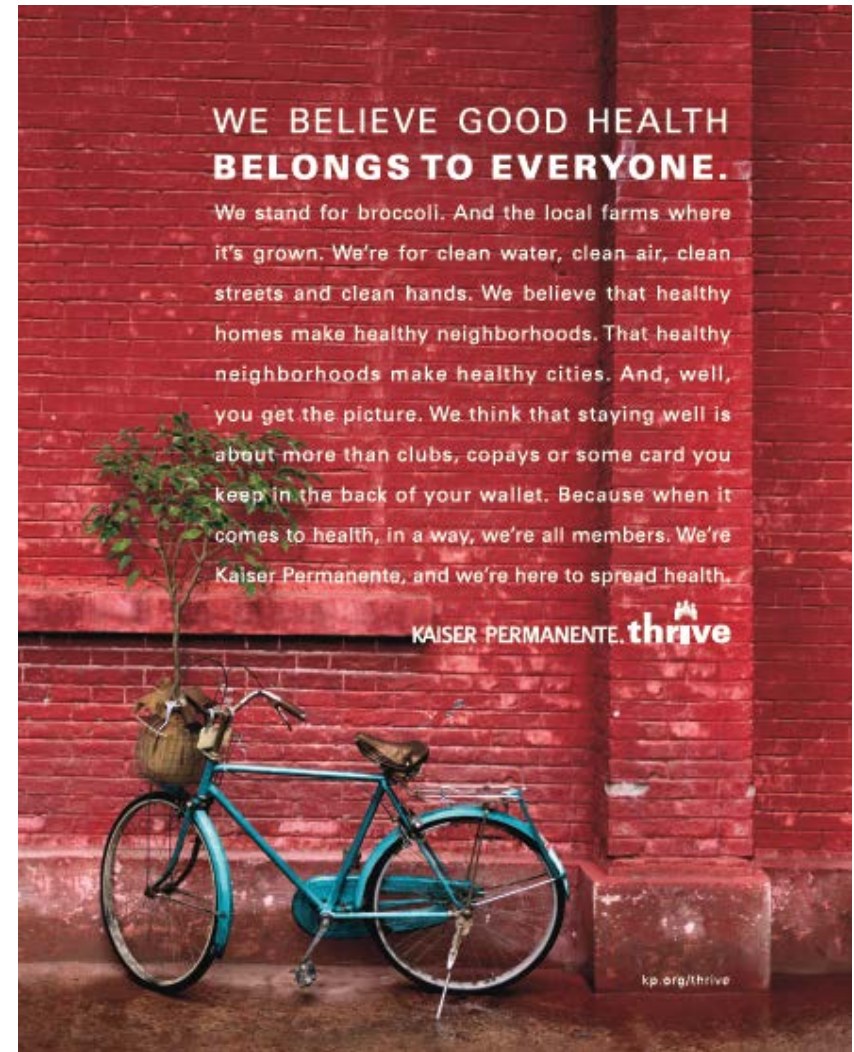
A Conversation about Health with the California Health Benefit Exchange Board

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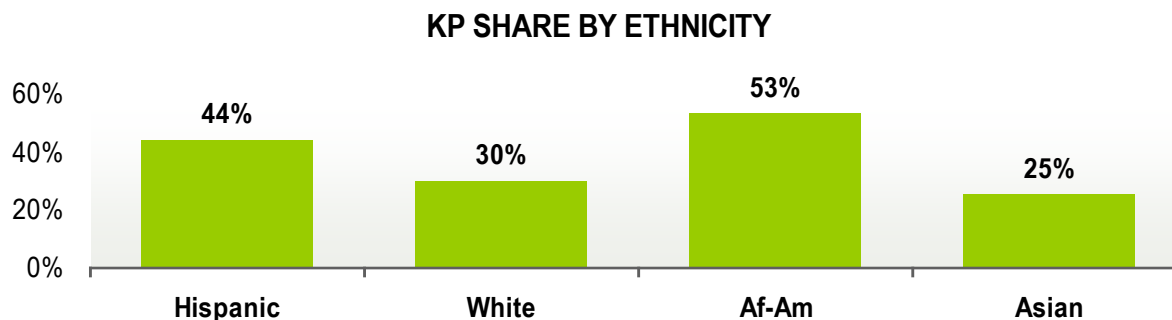
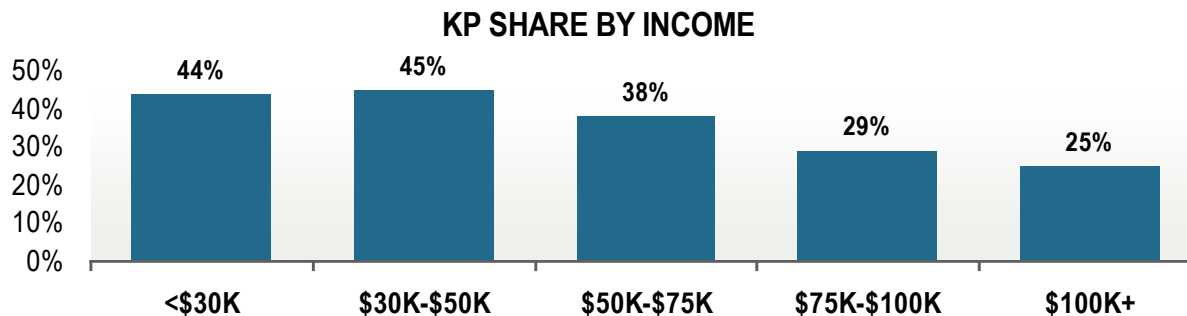
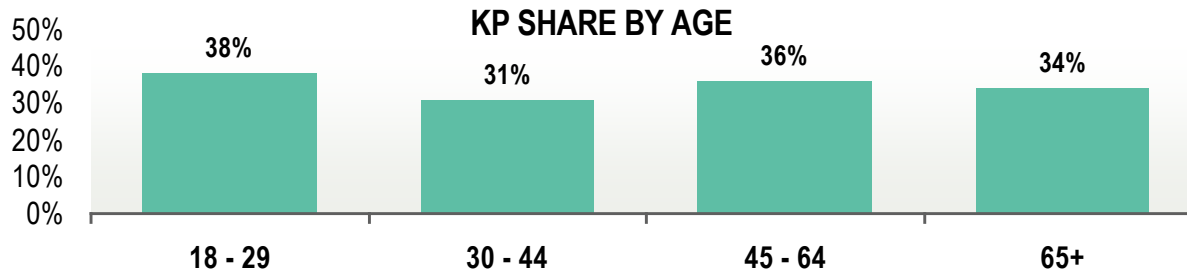
MARCH 22, 2012

Who we are and what we value

- Founded in 1945, Kaiser Permanente is one of the nation's largest not-for-profit health plans, serving more than 9 million members
 - Hospitals: 36
 - Medical Offices: 533
 - Physicians: 15,853
- Committed to total health—mind, body, spirit
- Making our communities healthier from the inside out
- Engaged in the national discussion on health care
- Focused on eliminating disparities in care and providing culturally competent care



Successful enrollment of young, low income, diverse members



Drivers:

Affordability

Urban presence

Manufacturing/
Building trades

Small Business

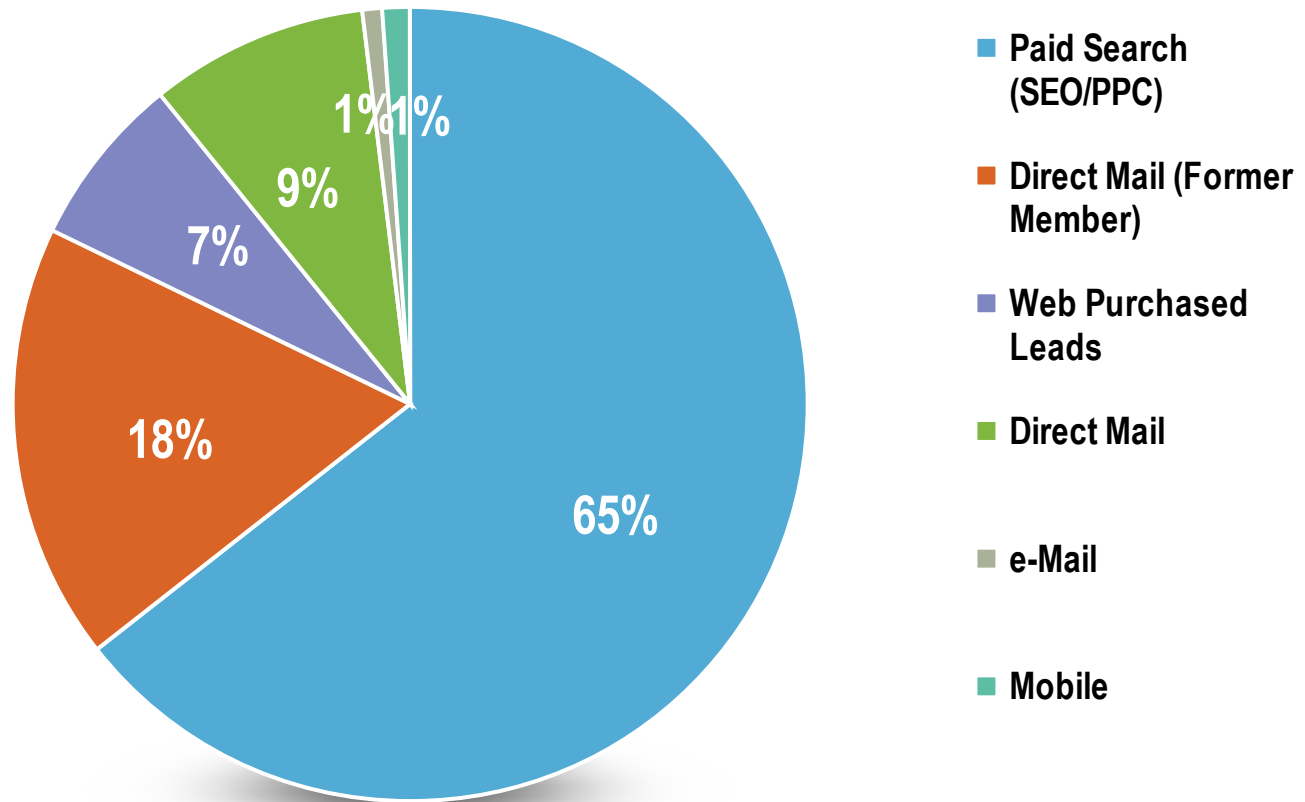
KP's Marketing Experience



- 8 Year investment in successful Thrive Campaign
- Direct marketing targeted at most responsive segments
- Strong Online marketing presence and sales tools
- Telesales capabilities with 11-touch collateral support

Individual Plan Direct Marketing Channels

Share of spend by channel



Source: Text is 9pt Arial Narrow

Exchanges — Consumer marketing success factors

- Awareness of subsidies and Exchanges
- Direct marketing
 - Reinforcing the value of coverage
 - Positioning your brand
 - Target marketing
- Linguistic and cultural focus
 - In language support
 - In culture spokes people
 - Social media



Exchanges – Enrollment success factors



HIX Objectives

Transition current enrollees
Enroll the newly eligible



Leverage Health Plans

Re-enroll current members
Enroll the newly eligible
Transitions across coverage



Simple and Easy

HIX enrollment process
Eligibility systems