

HEALTH CARE REFORM

Oct 3, 2013

This is seventh in a series on health care reform and its impact on KP, our members, and consumers. This article has important information on how to help family members or friends receive information about health care reform and new ways they can become a KP member.

Health Care Reform: Growing our Membership One Friend at a Time

By Kristine Maas, Sr. Communications Consultant, Brand Communication

The world is health. The world is service. We're here to make sure both. This is the Kaiser Permanente service quality made and it applies to the heart of every one of us.

How do you get across that cutting edge and make it all your own?

As a Kaiser Permanente employee you have the unique opportunity to influence our members in your community — you know your family members — to consider Kaiser Permanente for their care. The member is a source of high quality, affordable health care services and to improve the health of our members and the communities we serve. We will now explore the coverage available with the Health Insurance Marketplace, you can help to help to your loved ones to make informed choices — and make a difference in their lives.

With the "What Will You Do?" campaign, you can connect your friends and family members who live in our service area with Kaiser Permanente experts who can provide personalized information to help them understand their options and learn about the new ways to become a Kaiser Permanente member.

There are many advantages to being a Kaiser Permanente member. Our plans can help those you care about get access to top doctors, facilities, and health plans that work together to care — making our lives coordinated, connected, and convenient.

