

TOP 10

things to know about Kaiser Permanente



1 Our doctors rock. We hire physicians from the top medical schools. Doctors come here because they can practice what they love, medicine, and they can be part of an integrated team of clinicians using leading technology.

2 You have access to us 24 hours a day, 7 days a week. You can manage your health care anytime online, by email, by phone, and even on your mobile device. You can even contact Member Services through our website kp.org/memberservices and they'll respond in less than 48 hours. We are always there for you!

3 Our quality is top notch. Kaiser Permanente has been nationally recognized for our high-quality care and member satisfaction scores from outside agencies. Read more at kp.org/quality.

4 We've stood for broccoli for 67 years and counting. Kaiser Permanente has touted prevention, good nutrition, and exercise since its founding in 1945.

5 We speak baby. For the tens of thousands of new babies born each year at our hospitals, we provide proud parents with everything they need to relax and enjoy every moment. From ultrasounds to classes to delivery nurses to birth coaches, we're here to help families experience a lifetime of good health. Learn more at kp.org/pregnancy.

6 We "heart" you. Because of our high-quality cardiac care, we lowered fatal heart disease by 30 percent (according to one study of our Northern California members).¹ Check out kp.org/heart.

7 We have tools to help you thrive. For example, 53 percent of people who took the online weight-loss program HealthMedia® Balance® at kp.org/healthylifestyles reported they shed pounds.² And it's free for members!

8 We catch problems early. We put preventive measures in place to make sure our members are being screened for disease. In fact, our regions

hold 7 of the nation's top 10 rankings for regular breast cancer screening among Medicare members, according to 2011 HEDIS ratings. Find out which screenings you need at kp.org/prevention.

9 We are geeks (the good kind). We are one of the nation's largest research organizations, thanks to you. One project alone plans to study 500,000 members to help us gain a deeper understanding of how genes and the environment affect health.

10 Your time is precious to us. How many other health plans let you see your doctor, get an X-ray, have a blood test, and fill a prescription under one roof in one visit? So you only need to park once.

¹ NCCA Annual Report, adjusted for age and gender

² Kaiser Permanente Program Outcomes, HealthMedia®, December 2010