

TELLING OUR STORY:

# SEVEN WAYS KAISER PERMANENTE BEATS THE COMPETITION



Every Kaiser Permanente employee is an ambassador for KP to our friends, family and communities. And keeping our model of care strong by attracting new members and retaining the ones we have is good for us, for KP and, most importantly, for the members and patients we serve. How to describe what makes Kaiser Permanente a different and better place to get care? These seven simple points can help people who don't belong to Kaiser Permanente understand why they should.

1

COORDINATED CARE:  
**EVERYTHING UNDER ONE ROOF**

Kaiser Permanente members have access to everything they need—personal physicians, specialists, hospital care, labs, pharmacy—through one integrated system.

2

A FOCUS ON PREVENTION:  
**STAYING WELL**

Kaiser Permanente focuses not only on treatment, but also on keeping members healthier and preventing costly, life-threatening conditions.

3

TOP QUALITY AND SERVICE:  
**INDUSTRY-LEADING CARE**

Kaiser Permanente is the highest-ranked health plan in every region it serves, according to Medicare star-quality ratings, the National Committee for Quality Assurance, J.D. Power and Associates and other outside organizations.

4

BETTER DISEASE MANAGEMENT:  
**SAVING LIVES AND MONEY**

Kaiser Permanente can better prevent and treat the chronic conditions—such as asthma, diabetes and heart disease—that account for more than 80 percent of hospital admissions and 75 percent of health care spending.

5

ELECTRONIC RECORDS:  
**CONVENIENTLY CONNECTED**

Members and their caregivers are connected through Kaiser Permanente's industry-leading electronic health records. Members have secure access to their medical records online, all the time. They can email their doctors any time, check lab results, order prescriptions and make appointments—all without having to take time off work.

6

NONPROFIT CARE:  
**MEMBERS COME FIRST**

Because the health plan is a nonprofit, members' dollars go to providing care, building facilities and supporting local communities. Also, KP physicians, who practice in a private group practice, are salaried, not paid by patient billings. So "care is untainted by any economic conflict of interest," according to the Harvard Business Review.

7

UNIONIZED WORKFORCE:  
**FRONTLINE INNOVATION**

Kaiser Permanente has the largest labor management partnership in the country. Frontline employees work in collaborative teams that have "produced positive and lasting benefits for patient, employee and health care provider alike," report researchers at MIT and Rutgers University.