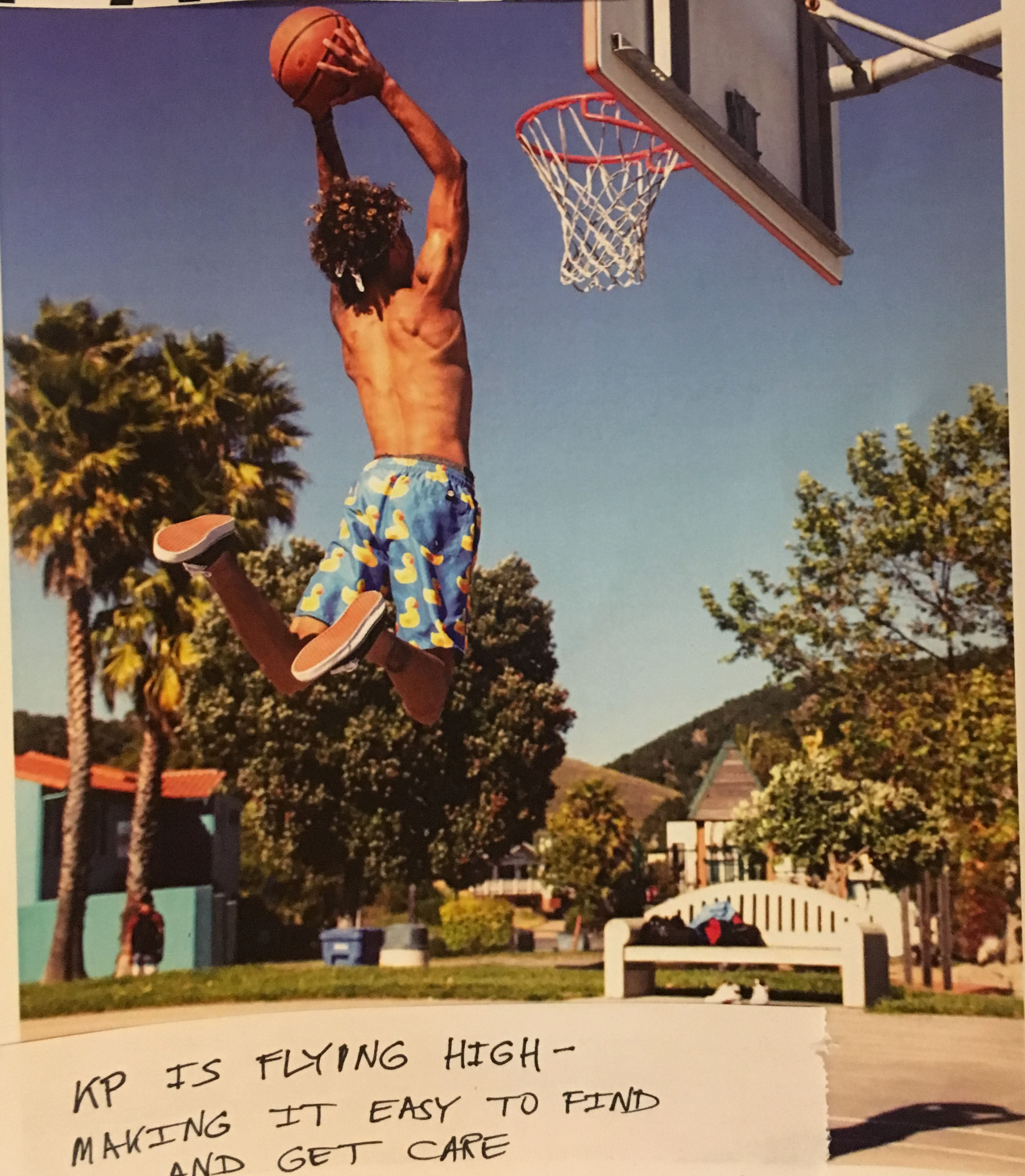


Magazine Covers



PAPER



KP IS FLYING HIGH -
MAKING IT EASY TO FIND
AND GET CARE

STAEDTLER



WET

MAKING IT
AND GET

VICE



A Different Kind of CARE

PERSONALIZED CARE IN THE DIGITAL WORLD

WIRED



Care Through Connection:

The new medical experience in the digital age

How Kaiser's improved platform ushered
the new era of patient care

Making the Giant
KP is revitalizing the ~~the~~ Medical industry
with how they're handling patient care
in the digital age



parenting

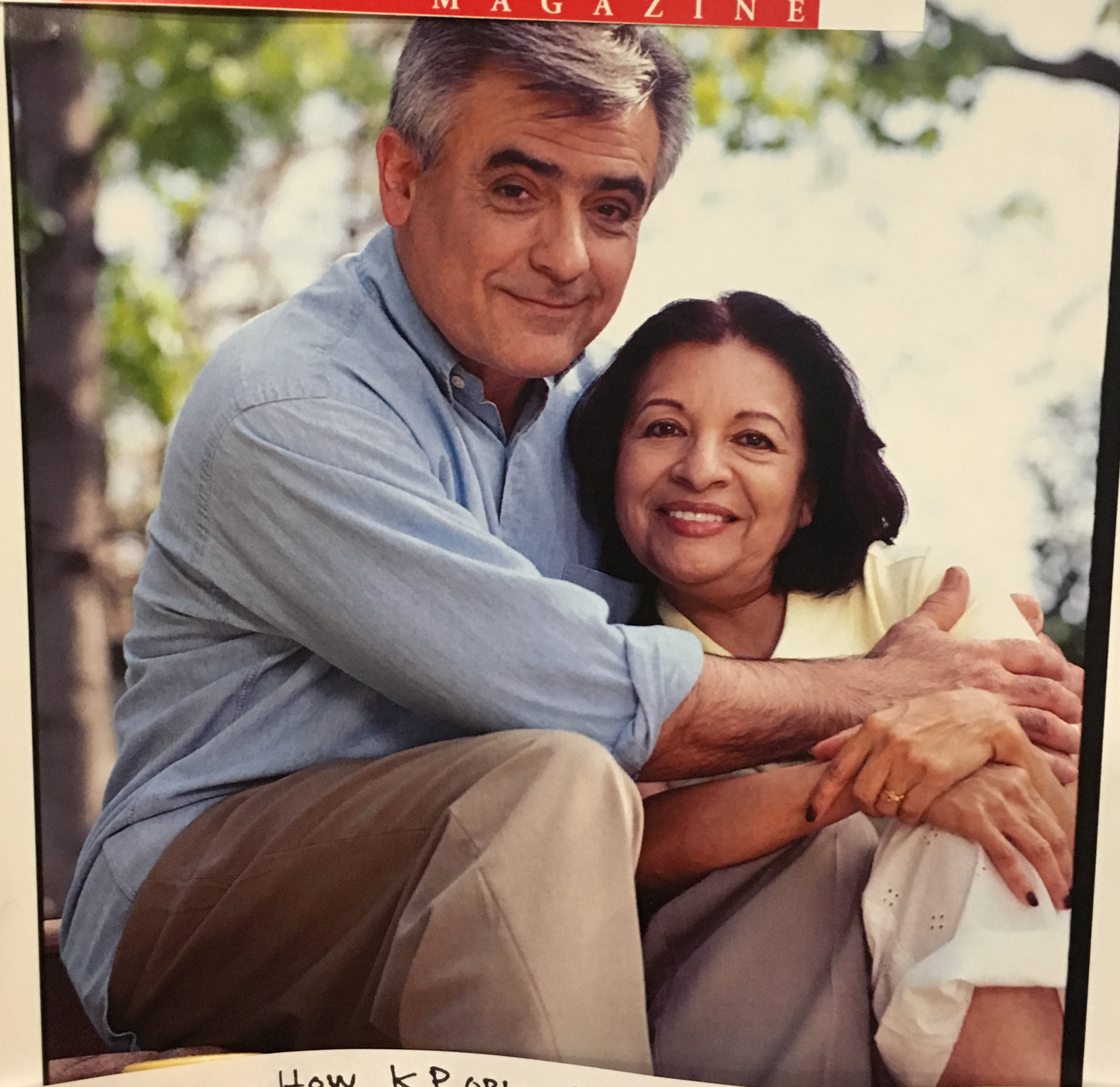


KP PUTS CARE AT YOUR FINGERTIPS



HispanicBusiness[®]

MAGAZINE



• How KP.ORG CUT THROUGH THE FOG •

AN EASIER HEALTH CARE
LESS TIME LOOKING — MORE TIME DOING

Esquire



Care at KP is like a 100 yard dash

TIME



Care at Kaiser - ridiculously easy

People



Getting care at KP is like hanging out
with a trusted group of friends

i-D

SURVIVING

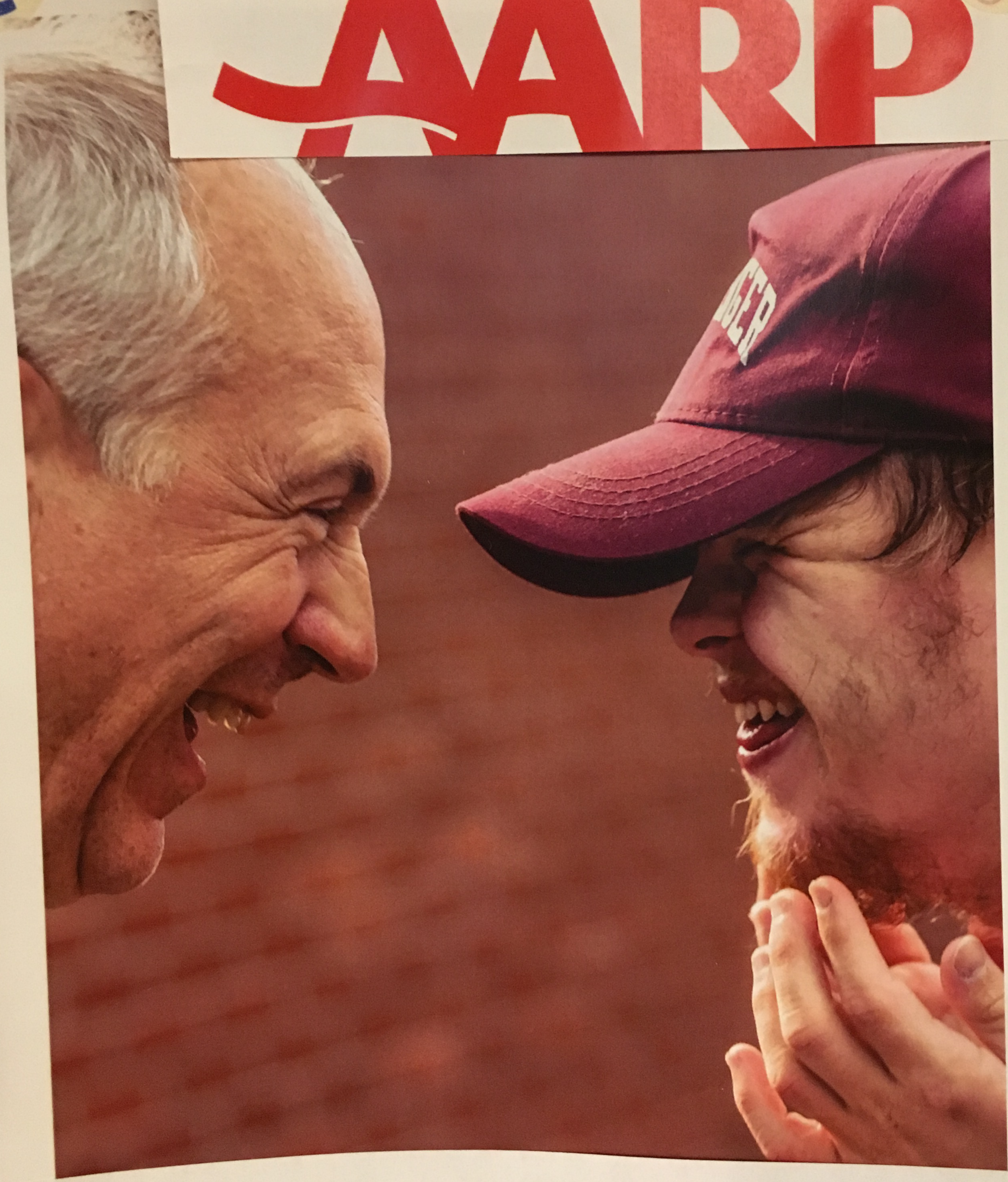
THE MAZE OF
HEALTHCARE WEBSITES

HOW KAISER PERMANENTE'S
NEW "GET CARE" DESIGN HELPS





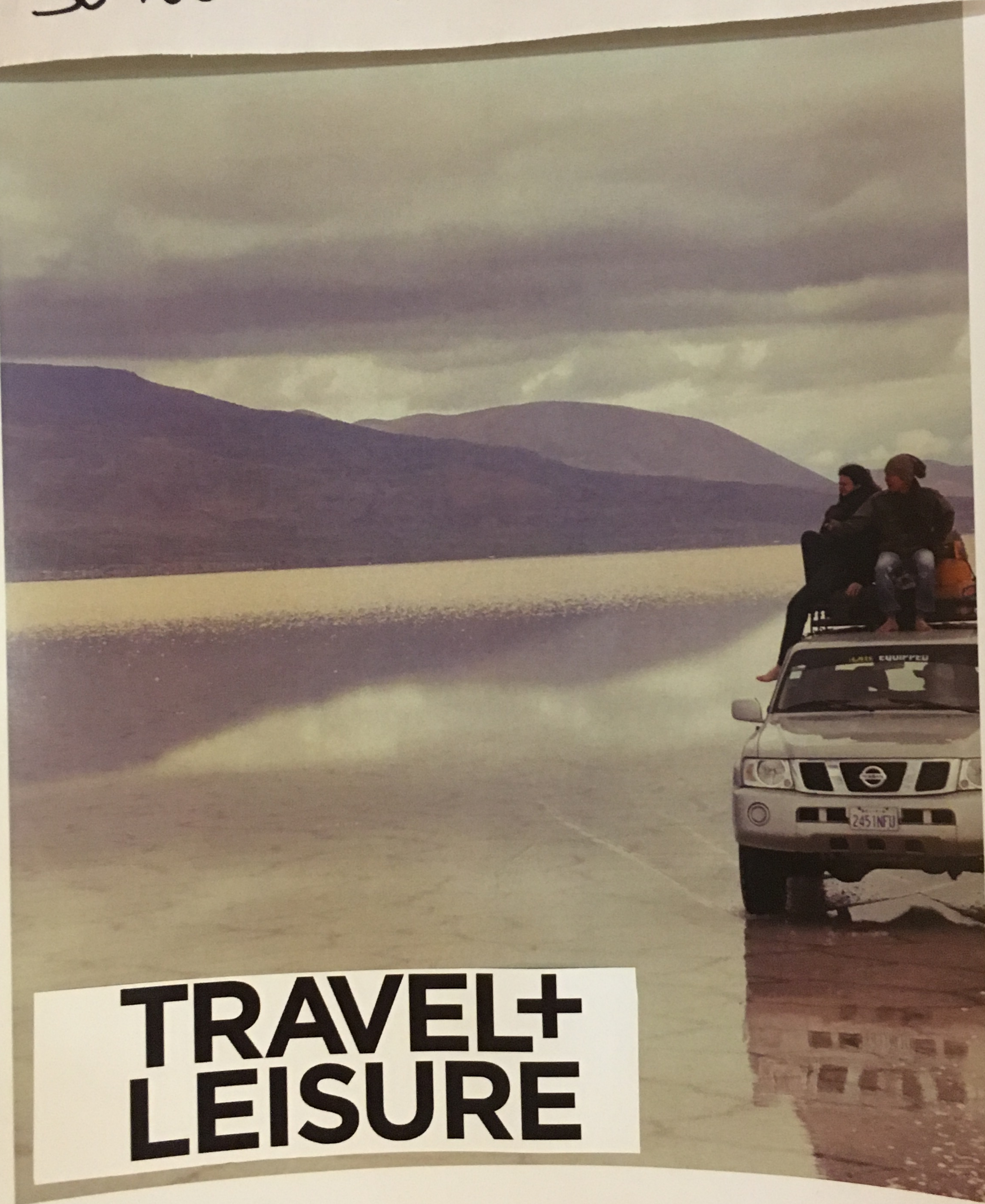
AARP



Health care provider, K.P. & members see
eye-eye on care delivery



KP MAKES IT EASY TO GET CARE
SO YOU CAN FOCUS ON BIGGER THINGS



TRAVEL+
LEISURE



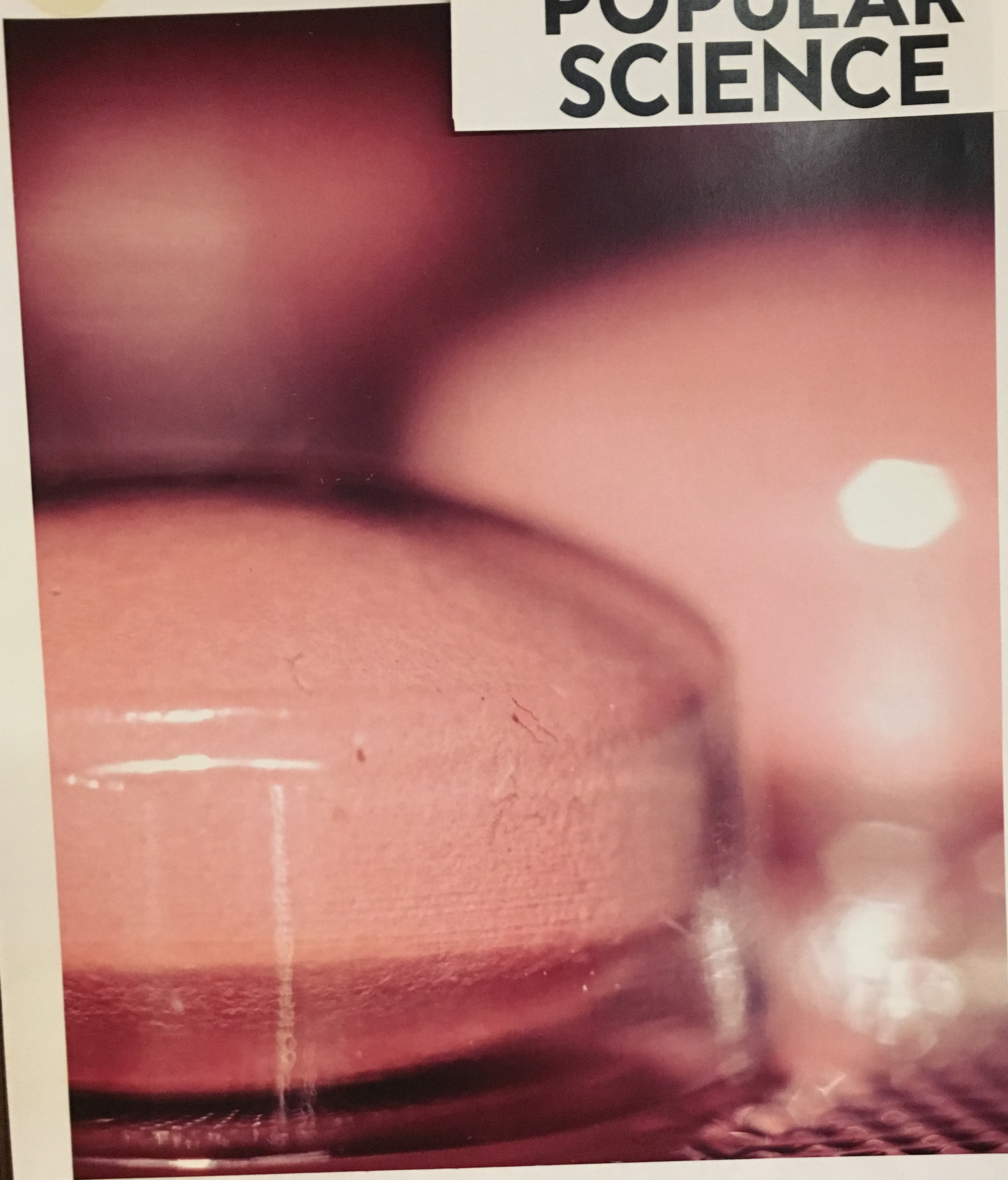
CR Consumer Reports™



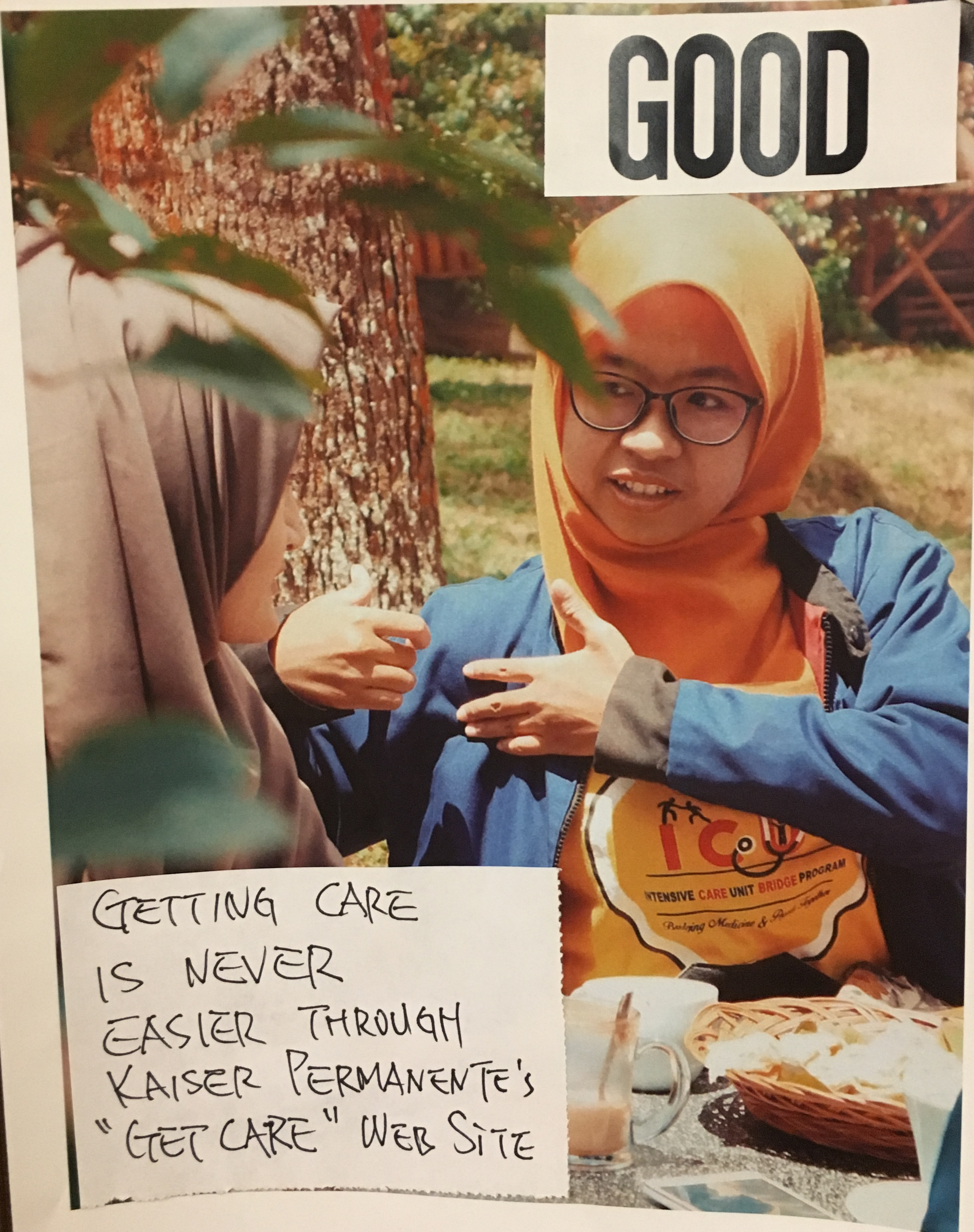
Kaiser #1 in ease of finding care at every stage of life



POPULAR SCIENCE



KP provides easy to swallow
Care delivery to members



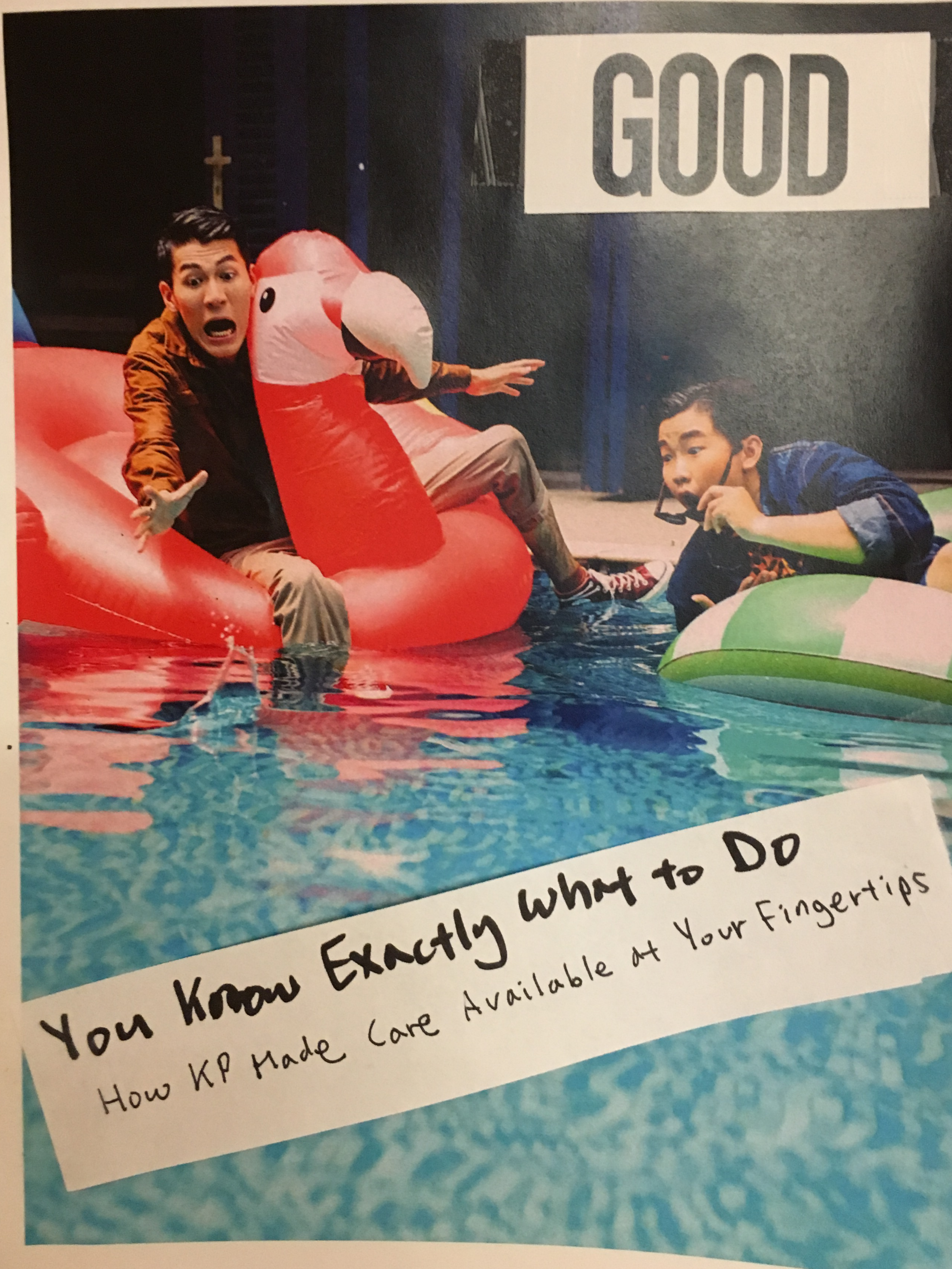
GOOD

GETTING CARE
IS NEVER
EASIER THROUGH
KAISER PERMANENTE'S
"GET CARE" WEB SITE

The Economist



~~Get~~ Getting car is backbone of KP -
making a global model



GOOD

You Know Exactly What to Do
How KP Made Care Available at Your Fingertips



HEALTHY TREATS
FOR A HEALTHY
YOU!



Good Housekeeping

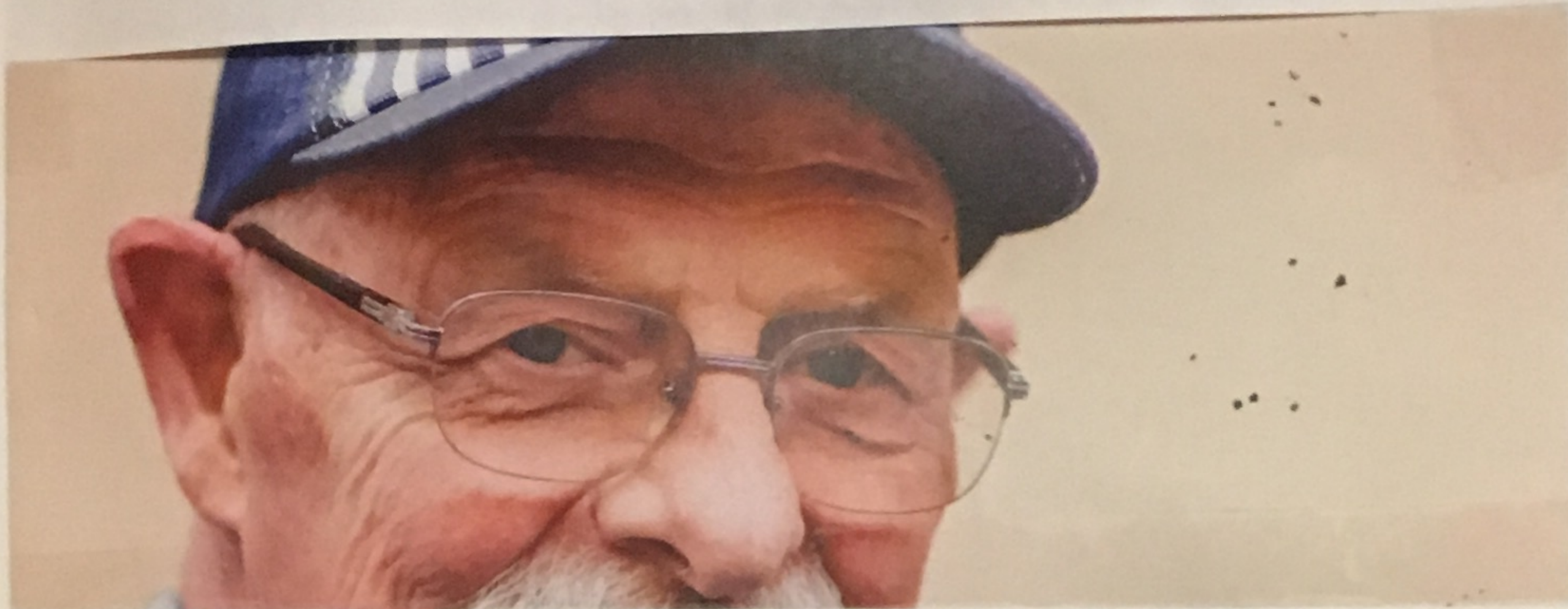
POPULAR SCIENCE

FROM PRENATAL TO GERIATRIC
WAYS TO BE THE BEST YOU!



CR Consumer Reports™

Care for me



Entre



Unco



Discover

Health care, everywhere.
Yes, really.



parenting



Updated Kaiser Permanente
webpage gives parents a better
connection to their health care team



Entrepreneur.



It's All About _____
(insert your name)



uncomplicating your Health
on kp.org

WIRED



Health care unplugged:
no longer just a claim



parenting



Kaiser provides care when
: where you need it for
you : your family.

Virtual care
access. kp.org



TRAVEL+ LEISURE

Quick Care Tips for Your
Sick Child on Summer Vacation

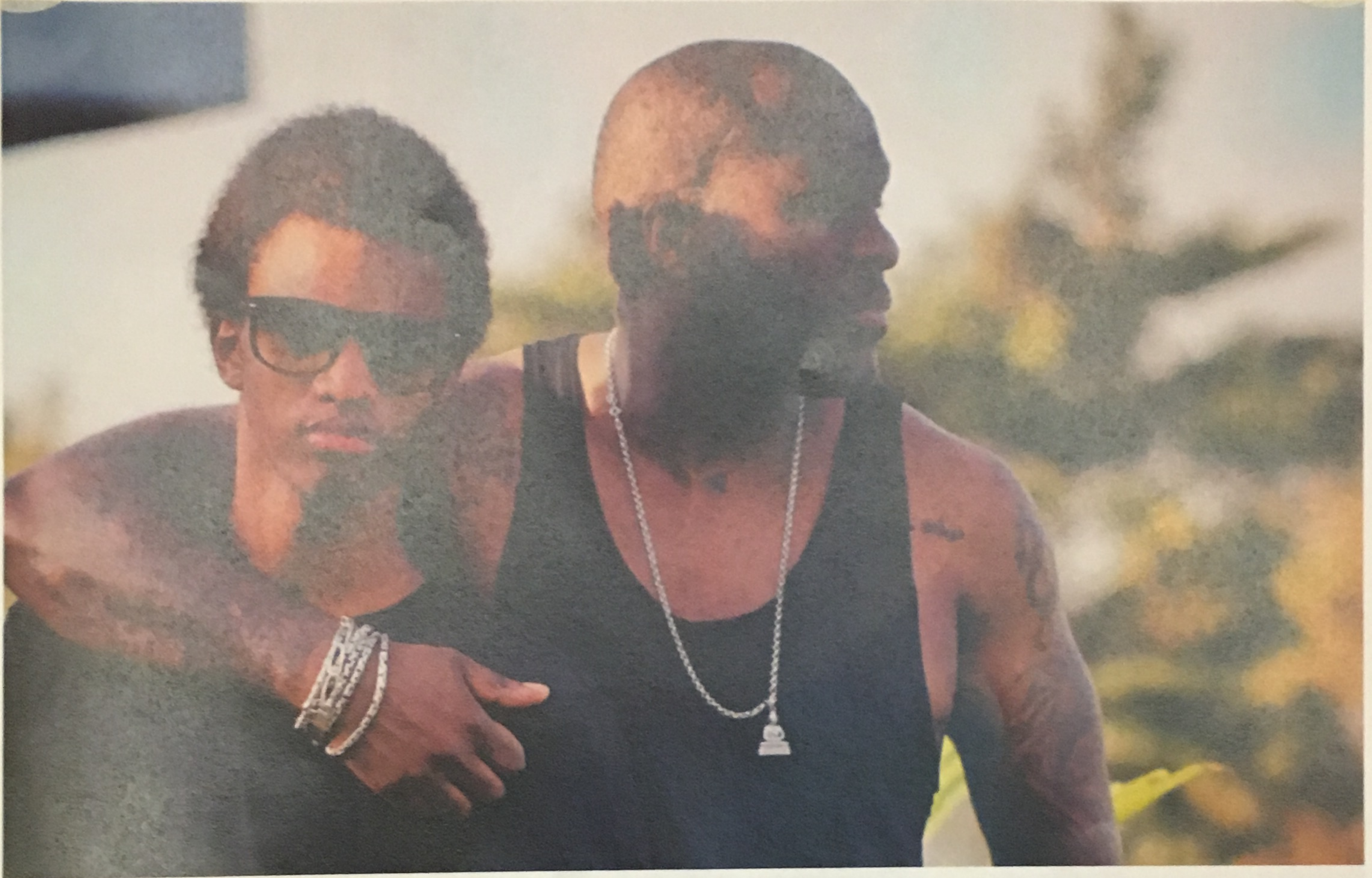
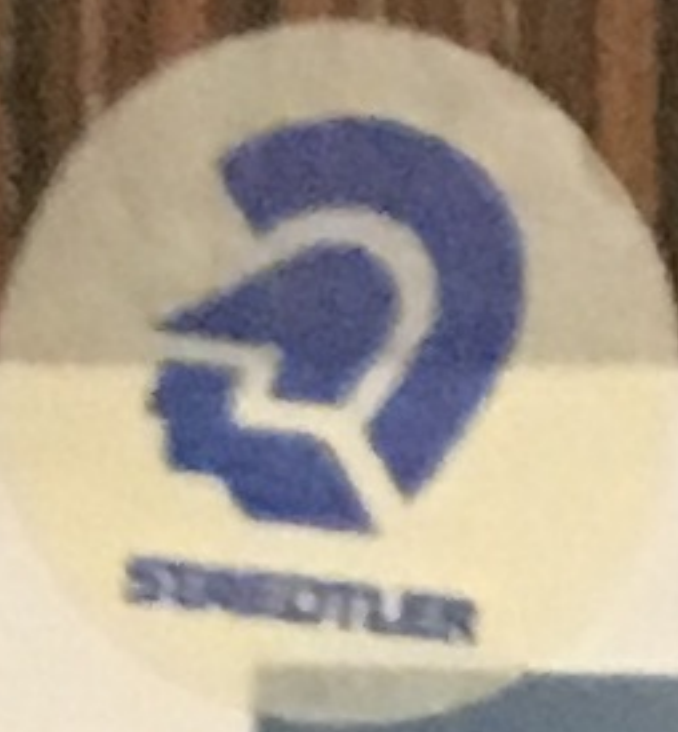




POPULAR SCIENCE

Meeting Patients
Half way
Care, where they need it.





STAYING WELL FROM ANYWHERE
KP makes your health care portable

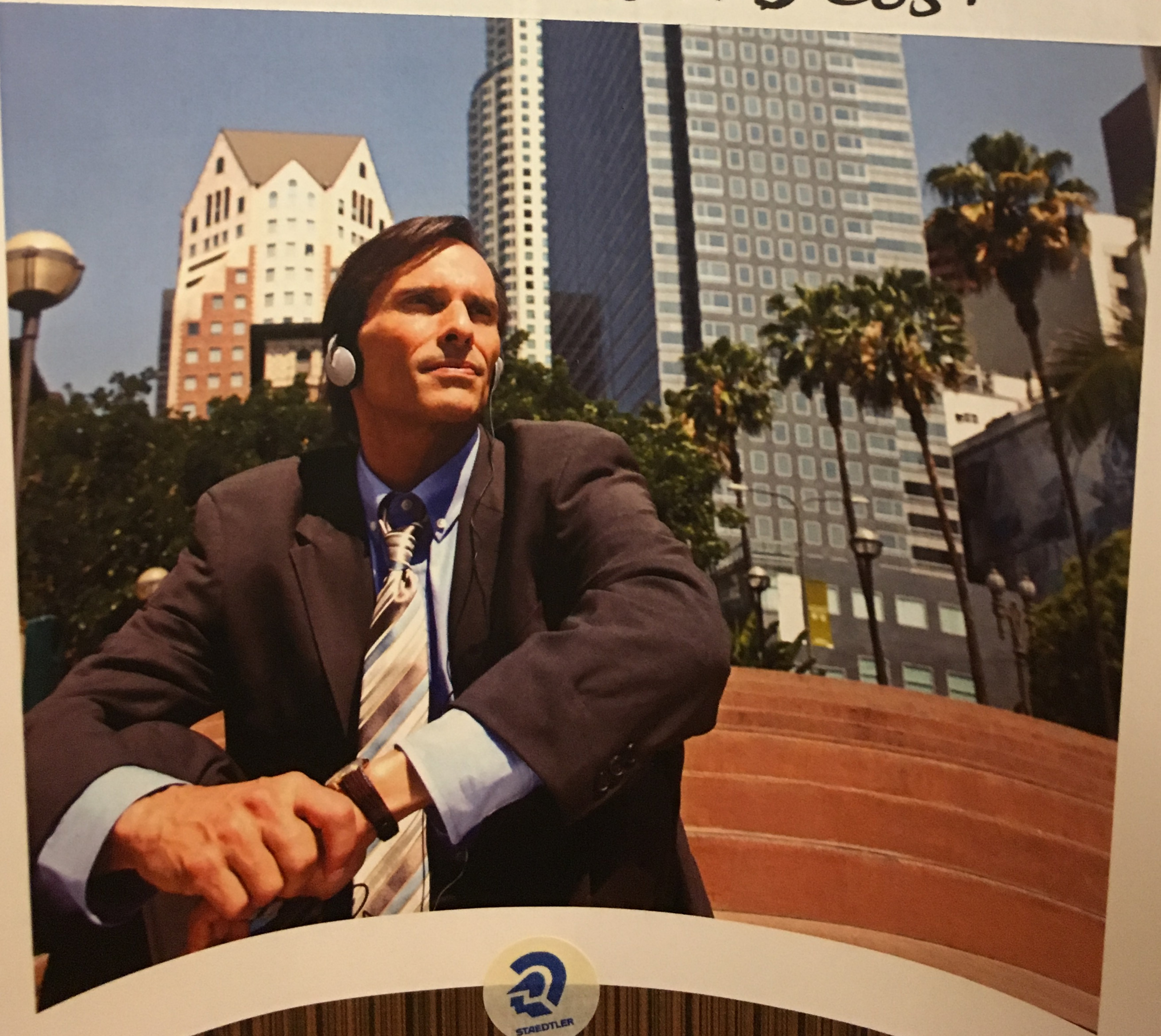


TRAVEL+
LEISURE



The
Economist

Improving Care by
Saving Cost





Entrepreneur®



KP → Care Delivery Options that
meet all my business' needs.



parenting



Parenting Tip: Kaiser Permanente offers busy families options when seeking care
....



TIME



End of an
Era

Doctor office visits,
a thing of the
Past

Kaiser Permanente leading
the way



TRAVEL+ LEISURE

K P CARE - Always with you
Worry free Travel

CR Consumer Reports™



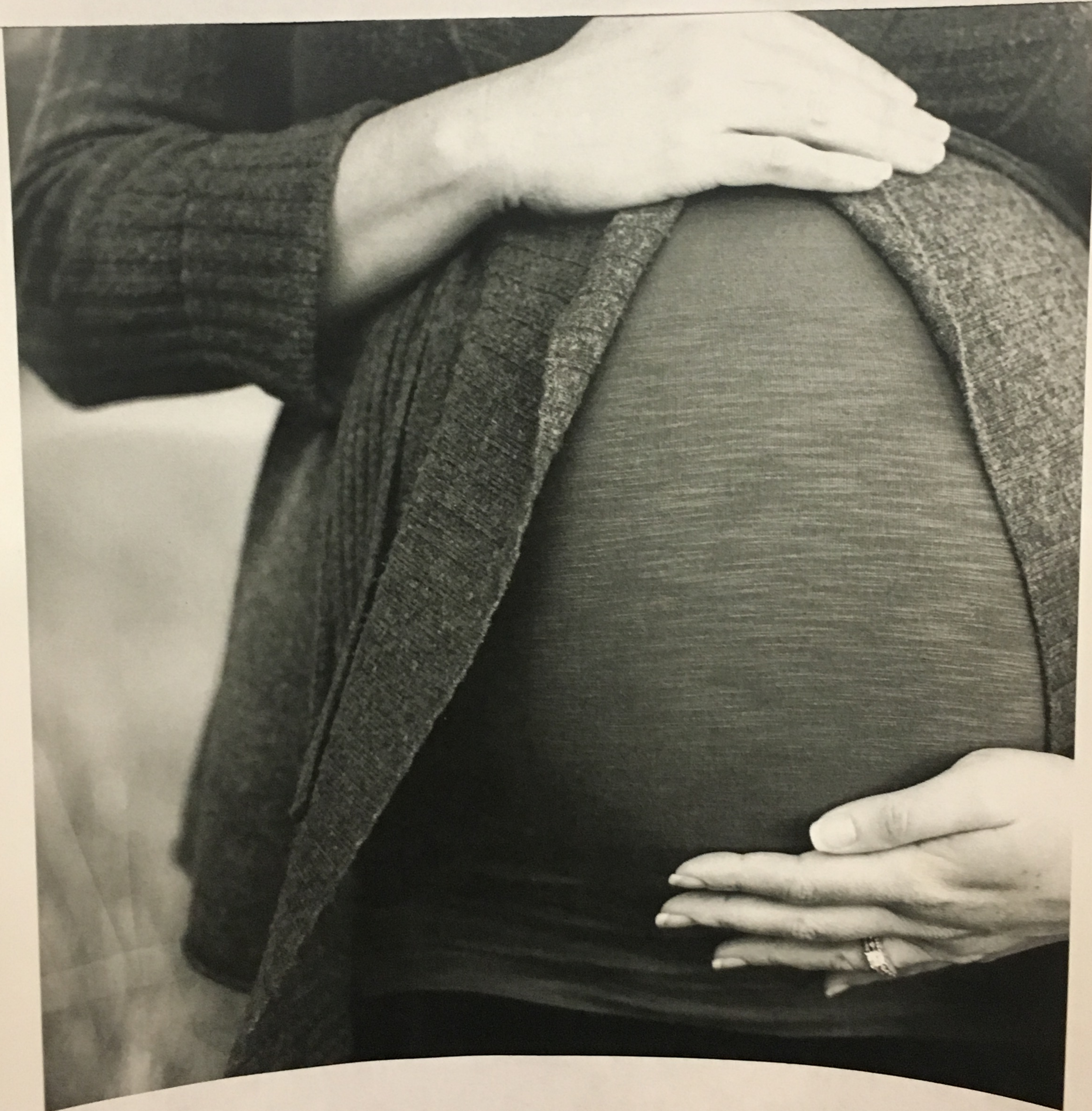
Consumers rate kp.org easiest to use
with the most options for managing care

WIRED



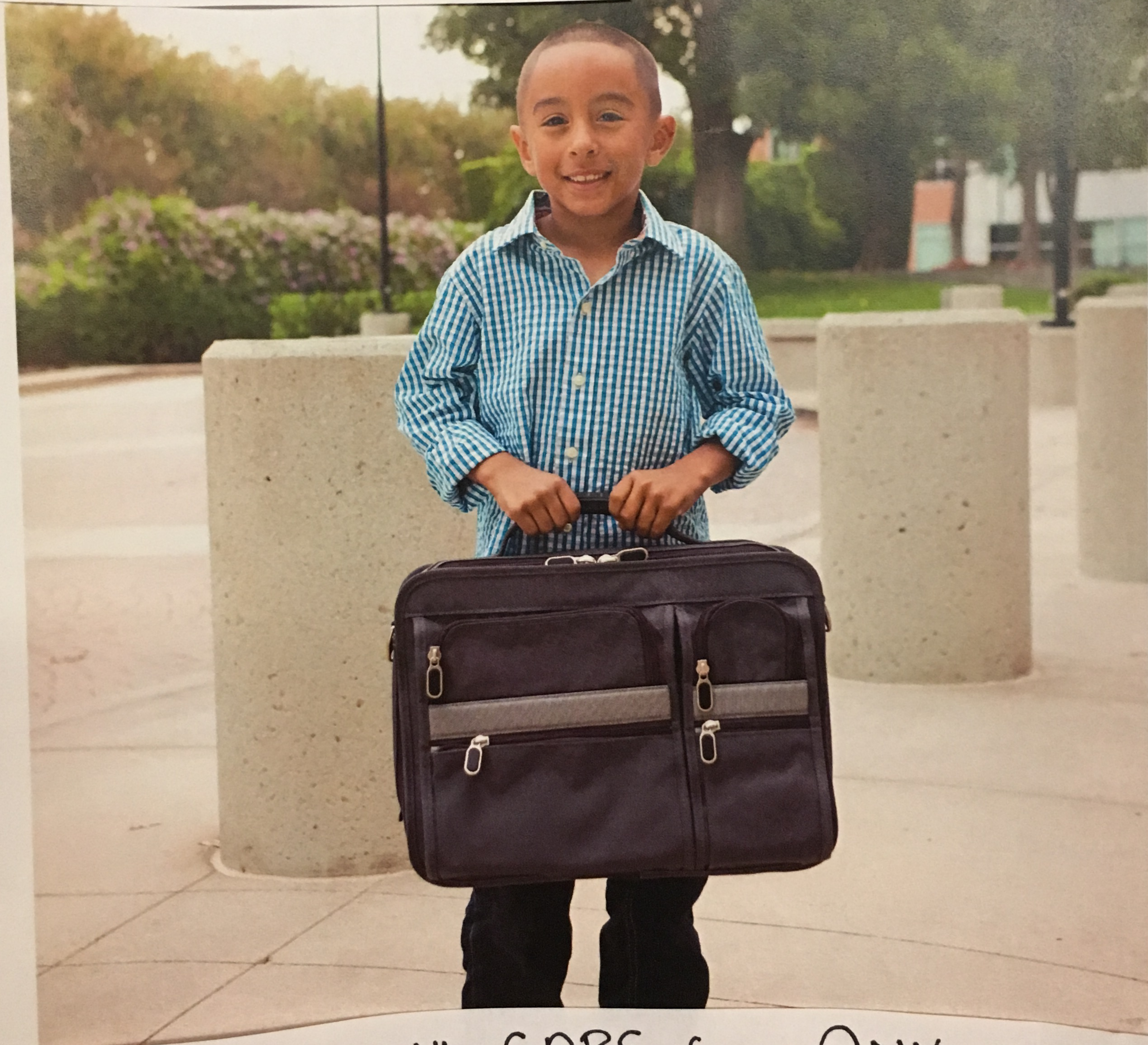
How KP's new website cut ER visits
by 20%

PARENTING



moms find answers at kp.org

TRAVEL+ LEISURE



GETTING health CARE from ANYWHERE
How Kaiser Permanente transformed the virtual
care game and patients are loving it!

Esquire



EASY to Find, EASY to Understand
How Kaiser Permanente makes finding the
right care simple + fast for those in need.
Anywhere Anytime

People



Kaiser bringing healthcare to ALL
people as they want

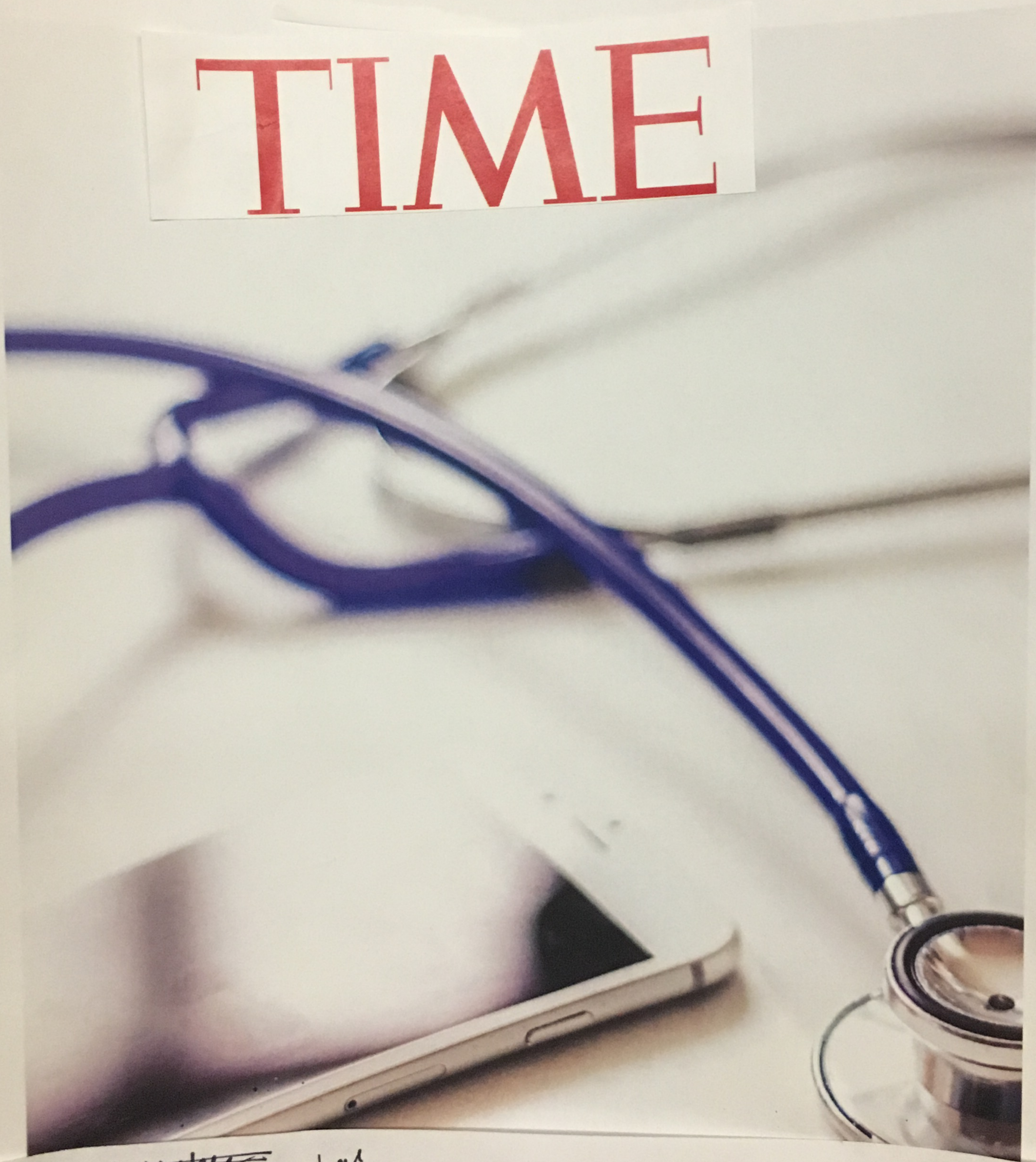
WIRED

"I'd like
to thank..."



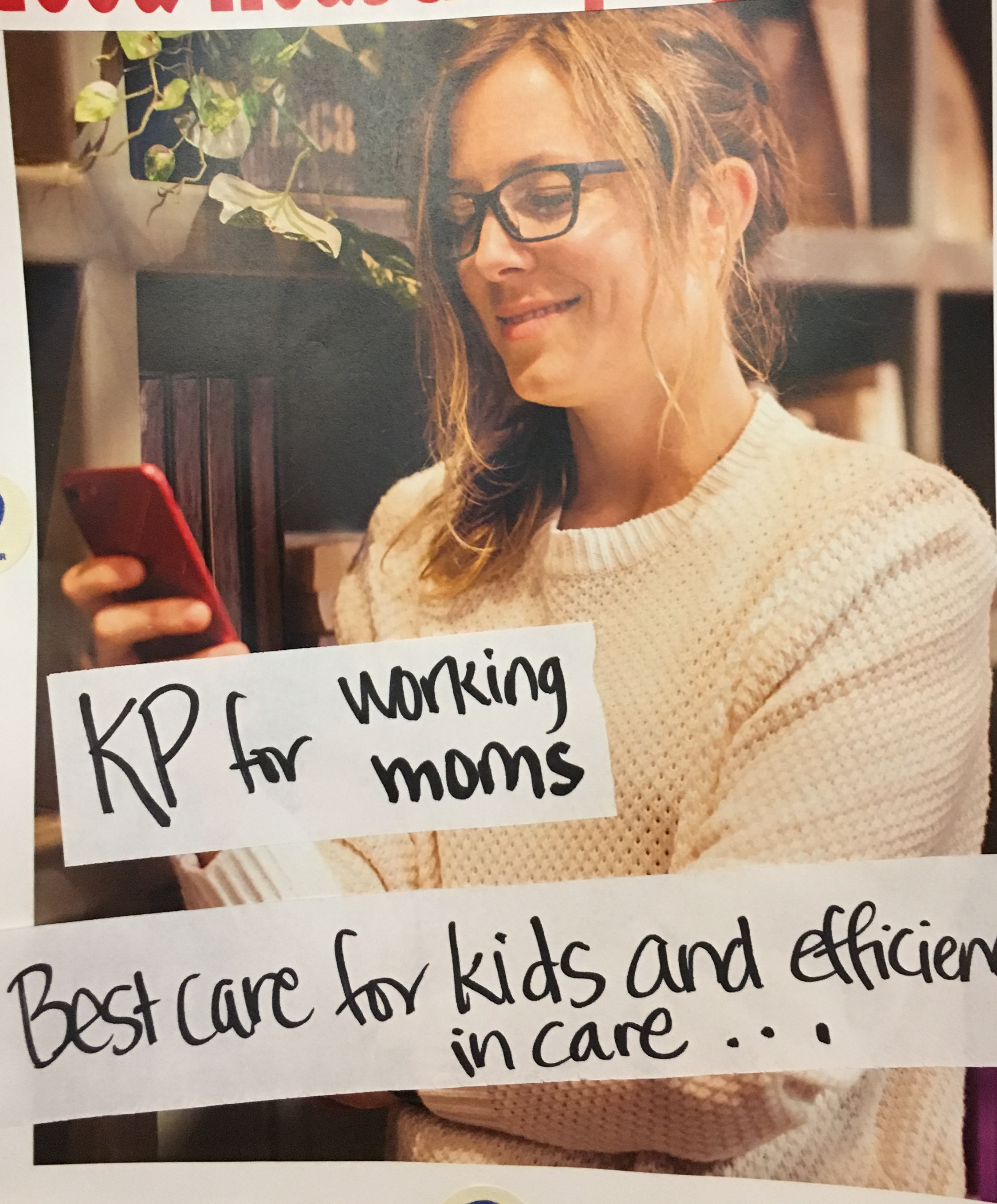
Kaiser Permanente's
"Advice Nurse"
Nominated for Nobel

TIME



~~Kaiser~~ ~~maker~~ ^{has} Getting Care & Never Been this Easy

Good Housekeeping



KP for working moms

Best care for kids and efficiency in care . . .



CR Consumer Reports™



DAILY REPORT SCHEDULE

KP BCBS HealthNet OSCAR

	7AM	11AM	3PM	7PM	9AM	11AM	3PM	7PM	9AM	11AM	3PM
My Doc	●			●				●			●
Easy Access	●			●				●			●
Hi Quality	●			●				●			●
Green	●			●				●			●
Social Respons.	●			●				●			●
Affordable	●			●				●			●
Overall Value	●			●				●			●

PATIENT MEDICATION SCHEDULE

	0700	0800	0900	1000	1200	1300	1400
	●		●	●		●	

NEW! CR now rates healthcare.
Kaiser Permanente earns full balls in inaugural
new rating guide.

AARP®



Kaiser Permanente helps their members spend less time navigating health care and more time doing what they love.

People



Following Asthma Scare
Kaiser helps these twins quickly
get back on their feet.

The Economist

121

Reception / Check-In

Paradigm Shift

Phenomenal Growth with efficiency in care.
Quality still tops

UACE

Break the mold

Who knew healthcare could be easy?
Kaiser Permanente did!