Kaiser Permanente Plus™ plan

BROKER REWARDS

New sales bonus program for small groups in California

From January 1 through August 1, 2026, you can earn a bonus by selling the KP Plus plan. This new plan gives employees the choice and flexibility to get in-network care from Kaiser Permanente doctors and affiliated providers as well as out-of-network care from any licensed provider for a limited number of times.

BONUS PROGRAM

This bonus program applies to the new sale of a KP Plus plan to small groups based in California. The group effective date must fall within the bonus period dates of January 1 through August 1, 2026.

Eligible groups	Bonus amount
Any new small group	One-time payment of $100 per new KP Plus enrollee

Enrollees include enrolled subscribers and their dependents.

PAYMENT

The maximum eligible payout during the bonus period is $3,000 per group. The firm will receive the bonus within 90 days after the group's plan effective date. If a group leaves within 60 days of enrollment, the broker firm won't receive a bonus for that sale. The number of enrollees per sale will be determined on the first day of the month after the group's plan effective date. Enrollees for any one group cannot be split or shared between broker or producer firms.

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PRODUCT ELIGIBILITY

All KP Plus plans are eligible.

RESTRICTIONS ON GROUP SALES

New group sales aren't eligible for the bonus if they are made to:

- An existing Kaiser Permanente account
- A division of an existing Kaiser Permanente account
- A group sold into or moving from an existing Multiple Employer Welfare Arrangement or Multiemployer Trust
- An account that was a Kaiser Permanente account within the last 6 months before the effective date of the sale
- An existing Kaiser Permanente account that has moved to a new broker via a broker of record notification

Contact your Kaiser Permanente sales executive to learn more about KP Plus plans and this bonus program.

TERMS AND CONDITIONS

- Brokers must be licensed and appointed in all Kaiser Permanente markets in which a payment is earned and, if applicable, Kaiser Permanente Insurance Company (KPIC). Payment is contingent upon receipt of all required broker documentation including an executed broker agreement, proof of Errors and Omissions coverage (if applicable), appropriate marketplace certification(s) and a W-9 form. The broker must be the broker of record for all eligible groups and hold the appropriate license and appointment in the jurisdiction in which the group is located at the time of payout.
- All compensation, including commissions, bonuses, and rewards, will be reported and disclosed in accordance with Kaiser Permanente and KPIC policy and applicable law, including Forms 1099 and 5500, and as required by California Assembly Bill 2589.
- Kaiser Permanente and/or its designated representatives retain sole discretion over the interpretation of the terms and conditions of, and any or all provisions in, this bonus program, and over resolution of any disputes arising from this bonus program.
- Brokers and consultants are responsible for complying with all legal requirements regarding disclosure of compensation from Kaiser Permanente and KPIC in the form of commissions, bonuses, and other rewards.
- Brokers who fail to meet the provisions of their Kaiser Permanente broker agreement(s) are not eligible for payment.
- Kaiser Permanente reserves the right to modify, amend, or terminate this bonus program at any time, at its sole discretion.
- Groups that leave or break away from exchanges (for example, CaliforniaChoice® and Covered California), associations, trust funds, unions, or professional employer organizations and select Kaiser Permanente as the sole carrier aren't eligible for the KP Plus New Sales bonus.
- Any groups for which a broker becomes the broker of record during the new group bonus period as a result of a merger or acquisition shall not be included for purposes of calculating the KP Plus New Sales bonus.
- The KP Plus New Sales bonus is in addition to bonus programs offered for which a broker qualifies.