

UBT helps new members navigate KP

FEATURED TEAM Adult Primary Care

WHAT THEY DID

To improve member retention and help Kaiser Permanente grow, members of this UBT in Falls Church, Va., have:

- » Involved Spanish-speaking staff in welcoming 3,200 new Spanish-speaking members.
- » Used the New Member Identifier tool in KP HealthConnect™ so staff can help familiarize new members, or those who haven't been in for a while, with KP.
- » Called new members to set up appointments, help refill prescriptions and address other needs.
- » Sent welcome letters and a road map on how to get started as a Kaiser Permanente member and patient.
- » Passed out a new member kit with contact numbers.

RESULTS

Favorable patient satisfaction scores

BEFORE»  **84%**

AFTER»  **87%**

