

Level up your earnings with new small group sales

Group Production reward update



You can now earn even more when you enroll new small groups in Kaiser Permanente from September 1, 2025, through January 1, 2026. Earn a \$1,000 reward when you enroll 25 new members – and unlock \$25 for each additional member past 25, based on our ongoing [Group Production reward](#). You can also earn up to \$15,000 more by reaching the new level-up bonuses as you complete more small group sales.

Group Production reward summary

Type	Threshold	One-time payment per threshold
Group Production reward	25+ members	\$1,000 + \$25 per member past 25
Level-up bonus (new)	50 members (tier 1)	\$2,500
	100 members (tier 2)	\$5,000
	150+ members (tier 3)	\$7,500

Example

If you enroll 100 new small group members, you'll earn:

\$1,000 base reward

\$1,875 from the \$25 payout for each new member past 25

\$2,500 tier 1 bonus for reaching 50 members

\$5,000 tier 2 bonus for reaching 100 members

\$10,375 total bonus

Eligibility criteria

This bonus is only for new small groups, which are groups Kaiser Permanente hasn't had a contract with in the previous 6 months.

Applies to group sales made directly with Kaiser Permanente or through CaliforniaChoice®, Covered California for Small Business, or a General Agency.

Not eligible if the group leaves or breaks away from an exchange, association, trust fund, union, or professional employer organization.

If a group's commission is split among brokers, the reward will be split accordingly.

Member counts for the purposes of the new level-up bonus are for subscribers and dependents with the effective dates of September 1, 2025, through January 1, 2026.

Standard rules and conditions

- Participating brokers must be in good standing and appointed by Kaiser Permanente with a current signed Kaiser Permanente broker agreement and current license on file as of the group's or member's effective date.
- Groups must be in California, but brokers can be located anywhere, provided the broker is licensed and appointed by Kaiser Permanente in California.
- The level-up bonus program is effective September 1, 2025, through January 1, 2026, and can be combined with additional broker bonus programs.^{1,2} This program doesn't affect commission payments.
- Bonuses and rewards are in addition to your regular sales commission and will be reported on Forms 1099 and 5500, and as otherwise required by law, including reporting required by California AB 2589.
- To receive bonus and reward payments, you must be the broker of record on the effective date the group qualifies for the reward.
- If a group terminates within 90 days of its effective date, the reward will be rescinded.
- For group rewards, new members are those who have the same effective date as the date the group qualifies for the reward.
- Brokers and consultants shall disclose to their clients all commissions and other payments made to them by Kaiser Permanente and Kaiser Permanente Insurance Company in compliance with all legal requirements.
- For eligible sales not made directly with Kaiser Permanente, reporting from the participating agency may delay reward payments.
- The maximum combined reward for any single group is \$50,000.
- The new level-up bonuses will be paid by March 2026.
- Bonus and reward programs are subject to change at any time.

Let's work together to help you level up.

Contact your Kaiser Permanente representative to learn how close you are to your next bonus tier.

1. The Total Replacement reward is only available for each qualifying total replacement group sale made directly with Kaiser Permanente in which Kaiser Permanente is the only employer-sponsored group health plan for all eligible subscribers. Sales not made directly with Kaiser Permanente aren't eligible for this reward. Please visit account.kp.org for the complete terms and conditions of the Total Replacement reward program. **2.** The Group Production reward is a one-time payment for new group member sales written directly with Kaiser Permanente, CaliforniaChoice, or Covered California for Small Business. You'll earn a \$1,000 reward when the first 25 new members are enrolled. For every member enrolled after the first 25, you'll earn \$25 per member. The enrolled subscriber and each dependent count as members. Please visit account.kp.org for the complete terms and conditions of the Group Production reward program.