

# Earn on wellness

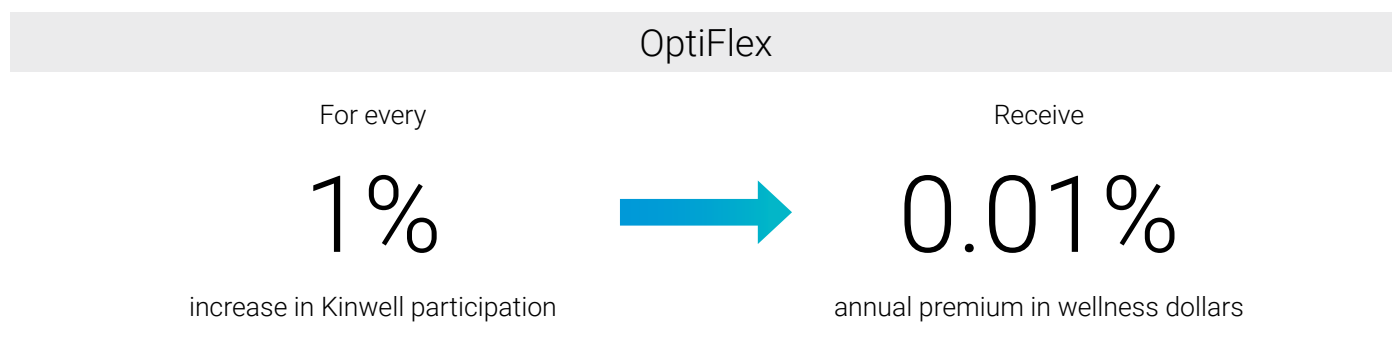
OptiFlex groups (51+) that opt in to the Kinwell Participation Program can earn wellness dollars with Vivacity at their next renewal.

## The Kinwell difference

Kinwell provides a one-of-a-kind primary care experience and is specifically designed for Premera members. Members benefit from 17 convenient locations, from Bellingham to Olympia to Spokane. Kinwell offers an integrated care model that serves the whole patient including behavioral health and chronic care management.

## How the Kinwell Participation Program works

The more employees—and family members—who use a Kinwell clinic, the more you earn towards wellness. Adjustments are applied at renewal.



## Why your employees should use Kinwell

Kinwell is an expansion of our highly trusted network of providers and broadens access to primary care specifically for Premera members. People with a primary care physician (PCP) are often healthier due to routine and preventive care which can result in savings for employers.<sup>1,2</sup>

Most OptiFlex groups include Kinwell Connect in their plan. Kinwell Connect makes it possible for members and their dependents to receive a variety of healthcare services at zero cost.\*

## How to get your employees to use Kinwell

Premera has made it easy! We've developed a variety of resources that are available for you to share with your employees on [B'Link](#). In addition, we'll provide a Kinwell promotion calendar and if applicable, employers can choose a promotion package from our Kinwell Activation Menu to host onsite events at your location. These tools will aid employers in Kinwell clinic awareness and booking appointments at Kinwell.

## How to get started in the Kinwell Participation Program

Employers **must** opt in to the program to receive Kinwell adjustments. Simply email your Premera account manager, letting them know you want to participate in the program, and they will be in touch with next steps.

<sup>1</sup><https://connect.uclahealth.org/2019/07/17/having-a-primary-care-physician-can-make-you-healthier/>

<sup>2</sup><https://www.mdvip.com/about-mdvip/how-preventive-care-reduces-healthcare-costs>

\*Qualifying High Deductible Health Plans must meet deductible before cost-share waiver is applied.

This program is limited to Washington OptiFlex employer groups. The program may end at any time.



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