

Washington state's hometown health plan

A not-for-profit health plan with a mission to make healthcare work better

Headquartered in
western Washington



with additional campuses in eastern
Washington and Anchorage

2.78

million members

6 of 12

Fortune 500 companies based in
Washington

The nation's
LARGEST
provider
network

ESTABLISHED IN
1933

A not-for-profit health plan
driven by doing what is best for
our customers, our members,
and our communities

More than
3,200
employees



1 in 3 Americans covered by Blues

Building an ecosystem focused on access

Primary care strategy addresses the full spectrum of needs, rooted in the Quintuple Aim

Primary care incentives

- Value-based care arrangements
- Products designed to favor care in primary care setting

Building access

- Invested in Kinwell to build network of statewide clinics with virtual care

Benefit design

- \$0 copay for PCP visits
- Virtual care
- PCP selection for HMO and Individual

Collaboration with local regulators

- Health Care Authority's Multi-Payer Collaborative; aligns with CMS' Making Care Primary model

Community investments

- Rural Nursing Health Initiative with UW
- UW's Collaborative Care Model for rural clinics

Population health

- Advocacy and navigation
- Integrated physical and behavioral healthcare



Aligning clinicians and a health plan

Partnering to redefine the primary care experience

Timely appointment availability*

Longer appointments with care teams

Integrated primary and behavioral health care

Convenient virtual and in-person visits

Incentivized for outcomes vs. FFS revenues

Strong clinician-patient connections



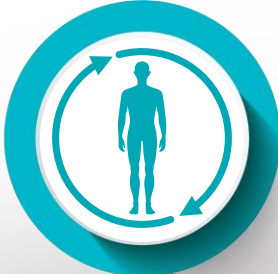
Advanced primary care is a team sport

Collaboration to deliver on quality, safety and experience

Right access at the right time leads to better ER avoidance



Whole-person coordinated care with integrated behavioral health and wellness



All care team members working top of license with a population health focus



Data sharing and care navigation built into our Premera relationship



In-person and virtual care just for Premera members

72% of Premera members in Washington are within a **30-minute** drive of a Kinwell clinic

Offering integrated behavioral health with Kinwell

A primary care team-based approach to whole patient care



Kinwell

Primary Care Provider

Kinwell PCP's value spending more time with patients to develop strong relationships and serve as advocates in their long-term care. The PCPs act as change agents by initiating conversations with patients around healthcare.

Behavioral Health Consultant

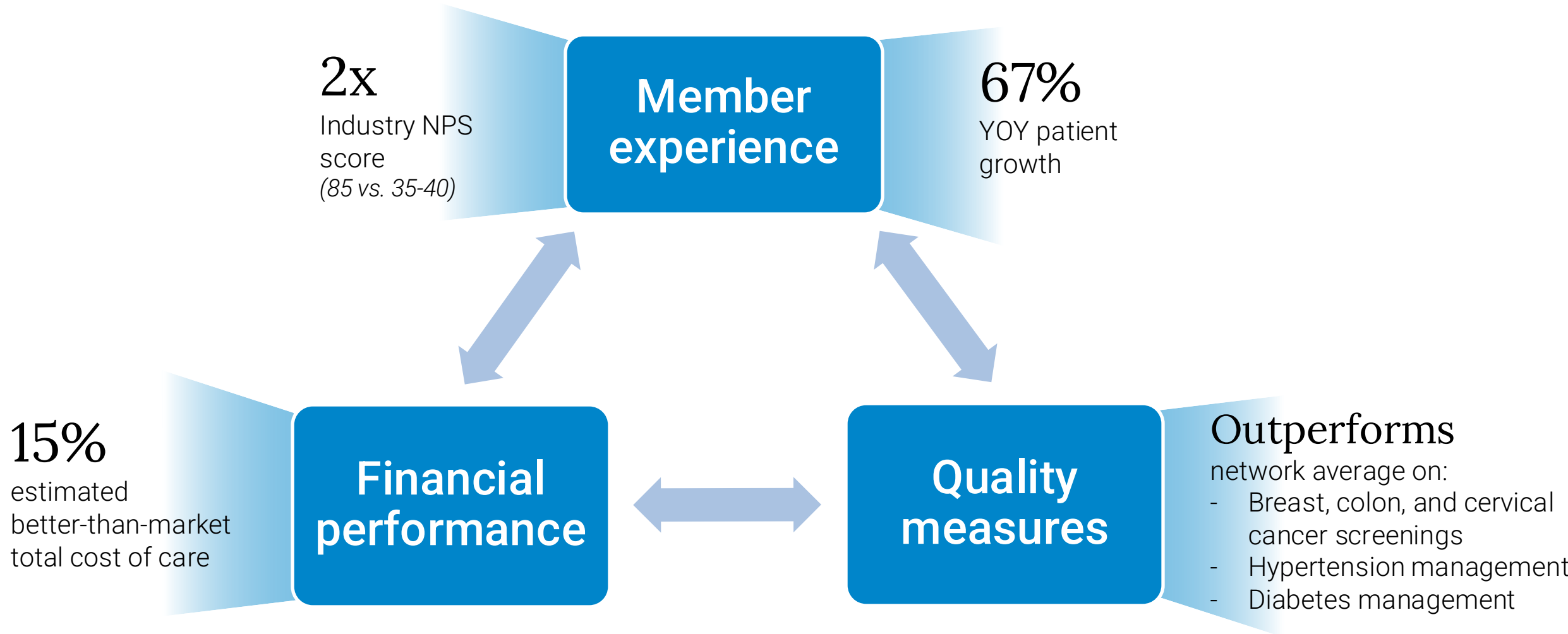
The BHC follows patients along with the PCP until they are starting to improve and have a clear plan in place for continued improvement. They also lead group classes to teach coping skills for challenging emotions and situations.

Health Coaching

Kinwell coaches help address lifestyle habits that can improve well-being. They host a weekly group appointment series on lifestyle medicine, along with free health coaching services for enrolled patients.

Better outcomes, better experience

Building an ecosystem focused on access to high-quality, affordable primary care



Questions about Kinwell?

Feel free to reach out to Dr. Mia Wise directly at
Mia.Wise@kinwellhealth.com