



10 ESSENTIAL TIPS FOR



Encouraging Sign-Ups on KP.org

1. Explain the benefits of registering for My Health Manager on **kp.org**: members can securely view their medical records and most lab results, email their doctors, schedule routine appointments and order prescription refills.
2. Encourage tech-savvy members to download the **kp.org** app so they can access these features on their smart phones.
3. Sign members up for **kp.org** while they are waiting in the reception area or exam room.
4. Kick off a contest among UBT members and give a prize to the employee who enrolls the most KP members on **kp.org**.
5. Involve receptionists and clinical assistants in requesting email addresses from patients, so UBT members can begin the registration process without patients present.
6. Make follow-up phone calls to patients who express interest in **kp.org** but haven't yet signed up.
7. Download sign-up instructions from **LMPartnership.org /tools/how-to-sign-up-for-kporg** to hand out at routine appointments.
8. If your facility has a Thrive Advocate or Ambassador, get their assistance in helping UBT members sign up patients on **kp.org**.
9. If you work in a pharmacy, have team members wear T-shirts that read "Mail It, Ask Me How," to engage patients in conversations about the benefits of the mail-order pharmacy.
10. Target specific departments with low **kp.org** usage rates for sign-up efforts.

One great way to increase efficiency and service at Kaiser Permanente is to encourage health plan members—including fellow employees, managers and physicians—to use **kp.org**. Here are tips on how UBTs can help KP members get online to take charge of their health.

These practices are gleaned from reporting done by LMP Communications across Kaiser Permanente regions and from data entered into UBT Tracker. They are intended not as a definitive list but as a starting point for team discussions and brainstorming. Go to **LMPartnership.org/tentips** for links to stories and tools to help you and your team increase **kp.org** sign-ups.