



INSURANCE
MARKETING
CENTER



BROKER BLAST

Kaiser Permanente offers tools for total health and access to local resources

The holiday season and winter weather woes can bring increased stress and mental health challenges. That's why Kaiser Permanente is happy to provide the following digital tools and community-based resources for our members to encourage their total health and connection during the next few months and beyond. Here's what you should know and share with your Kaiser Permanente clients:



Calm app for meditation, mental resilience, and sleep. Calm is the #1 app for meditation and sleep to help lower stress, reduce anxiety, and more. Kaiser Permanente members can access all the great features of Calm at no cost, including more than 100 guided meditations and:

- The Daily Calm, exploring a fresh mindful theme each day
- Sleep Stories to soothe you into deeper and better sleep
- Video lessons on mindful movement and gentle stretching



myStrength app to improve awareness and adapt to life. myStrength is a personalized program that helps improve awareness and change behaviors. Kaiser Permanente members can explore interactive activities, in-the-moment coping tools, community support, and more at no cost.

- Mindfulness and meditation activities
- Tailored programs for managing depression, stress, anxiety, and more
- Tools for setting goals and preferences, tracking current emotional states and ongoing life events, and viewing progress

All the self-care resources, including the myStrength and Calm apps, are available at no cost to all adult members. More information is available at kp.org/selfcareapps. Members simply log on and register.

Thrive Local social health networks: Kaiser Permanente's solution for addressing social health

To help connect people to the resources they need to live full and healthy lives, we're deploying Thrive Local social health networks in every region we serve. This will enable our care teams to more effectively screen members' social health needs connect them to needed resources, and track health outcomes. Members will be able to connect to local community resources and public benefits, social service organizations, and more.

This [Thrive Local flyer](#) has additional details and contact information.

Share these resources with your clients and Kaiser Permanente members and make sure they know about our commitment to total health. If you have any questions about how to earn these bonuses with your prospects and clients, please contact Julie Grafé at julie@imctr.com.