



INSURANCE
MARKETING
CENTER

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Kaiser Permanente offers 24/7 emotional support to members with the Ginger app

At a time when mental health has become a growing concern for many organizations, Kaiser Permanente is providing more ways to help members focus on their emotional well-being. Starting May 3, 2022, we are offering anytime, anywhere emotional support through Ginger, a leading on-demand behavioral health coaching app. Share this information with Kaiser Permanente clients and members as our commitment to supporting total health.

The Ginger app provides confidential, one-on-one support via text for many common challenges—from anxiety, stress, relationships, and more. Adult members have access to a 90-day Ginger subscription per year at no cost and without a referral, and can download Ginger on kp.org to:

- Text with a highly trained emotional support coach on demand, 24/7.
- Discuss goals, share challenges, and create an action plan with their coach.
- Get personalized, interactive skill-building tools from a library of more than 200 activities.

Track progress and work with their coach to adjust action plans.

Ginger emotional support coaching is not intended as clinical level treatment. If a Ginger coach believes that the member they are working with can benefit from a higher level of care, they will encourage the member to call Kaiser Permanente to make a mental health appointment.

Kaiser Permanente is the only health plan to offer members a 90-day subscription to Ginger at no cost and without a referral. **Learn more and get started with Ginger [here](https://kp.org).**

Please contact Julie Grafé at Julie@imctr.com with any questions.