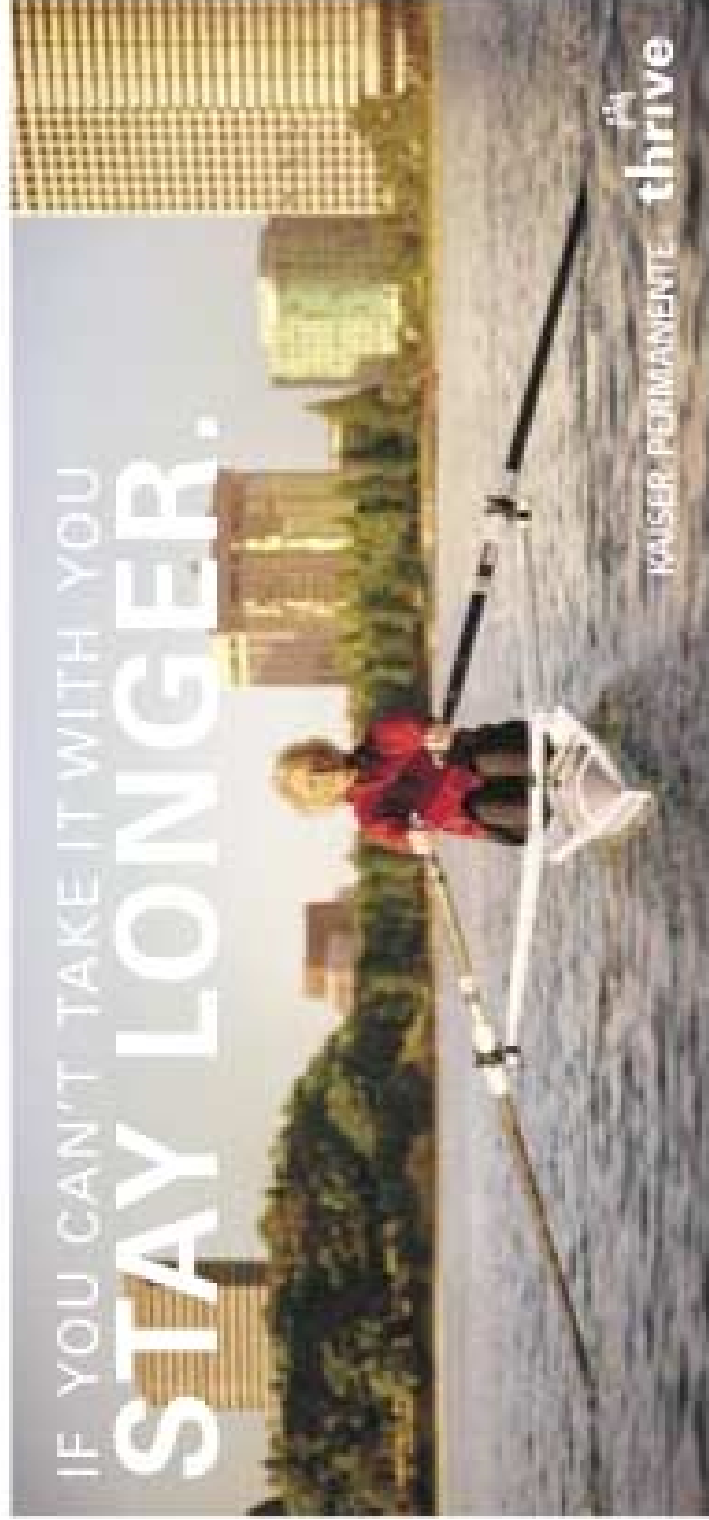


# Billboards

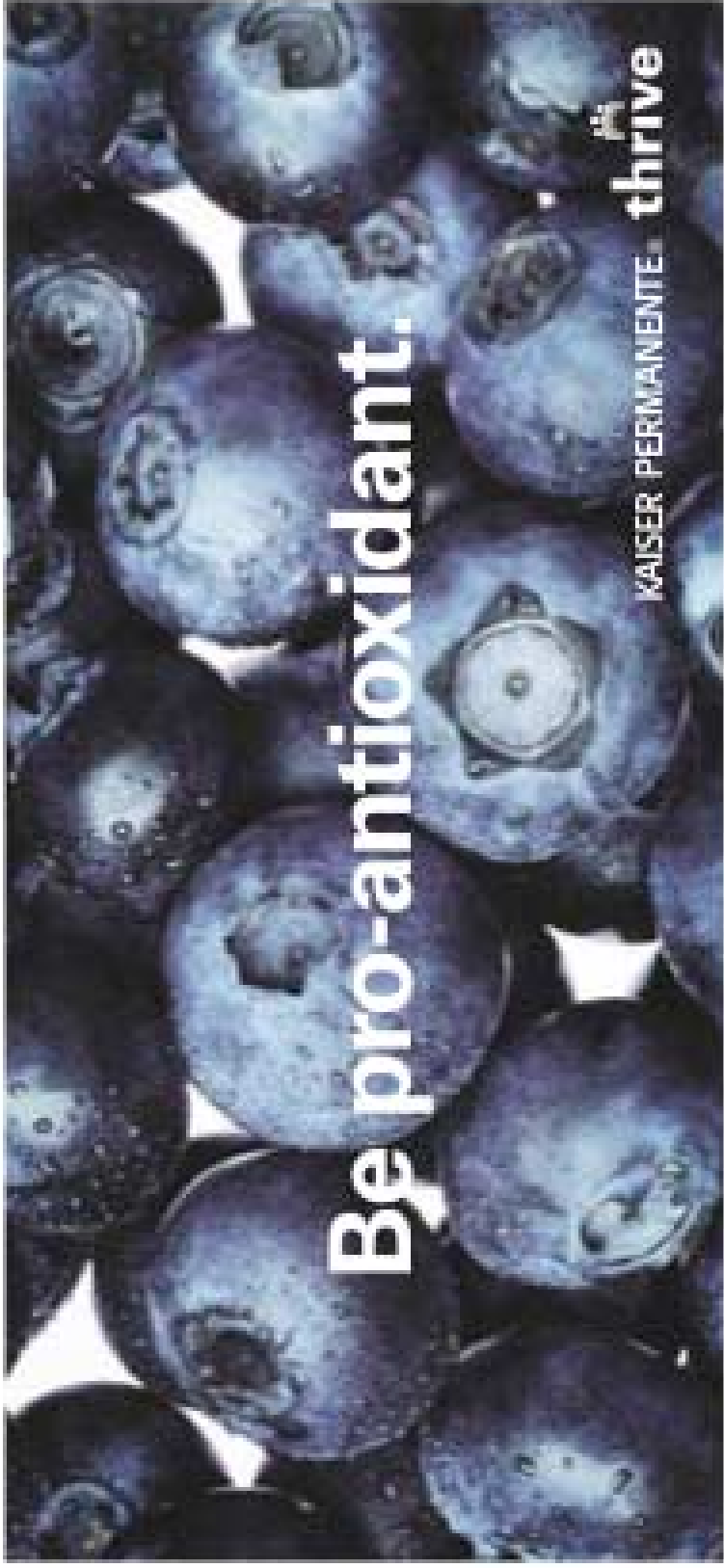


IF YOU CAN'T TAKE IT WITH YOU  
**STAY LONGER.**



KAISER PERMANENTE <sup>TM</sup> thrive





**Be pro-antioxidant.**

**KAISER PERMANENTE <sup>TM</sup> thrive**

WHOEVER STAYS THE HEALTHIEST LONGEST

**WINS.**



KAISER PERMANENTE. <sup>TM</sup> thrive

A photograph of a person's feet resting on a white rope hammock. The person is wearing blue pants. The hammock is suspended over a lush green lawn. The word "thrive" is written in large, white, lowercase letters across the middle of the image. The background is a dense, vibrant green lawn.

thrive

KAISER PERMANENTE®

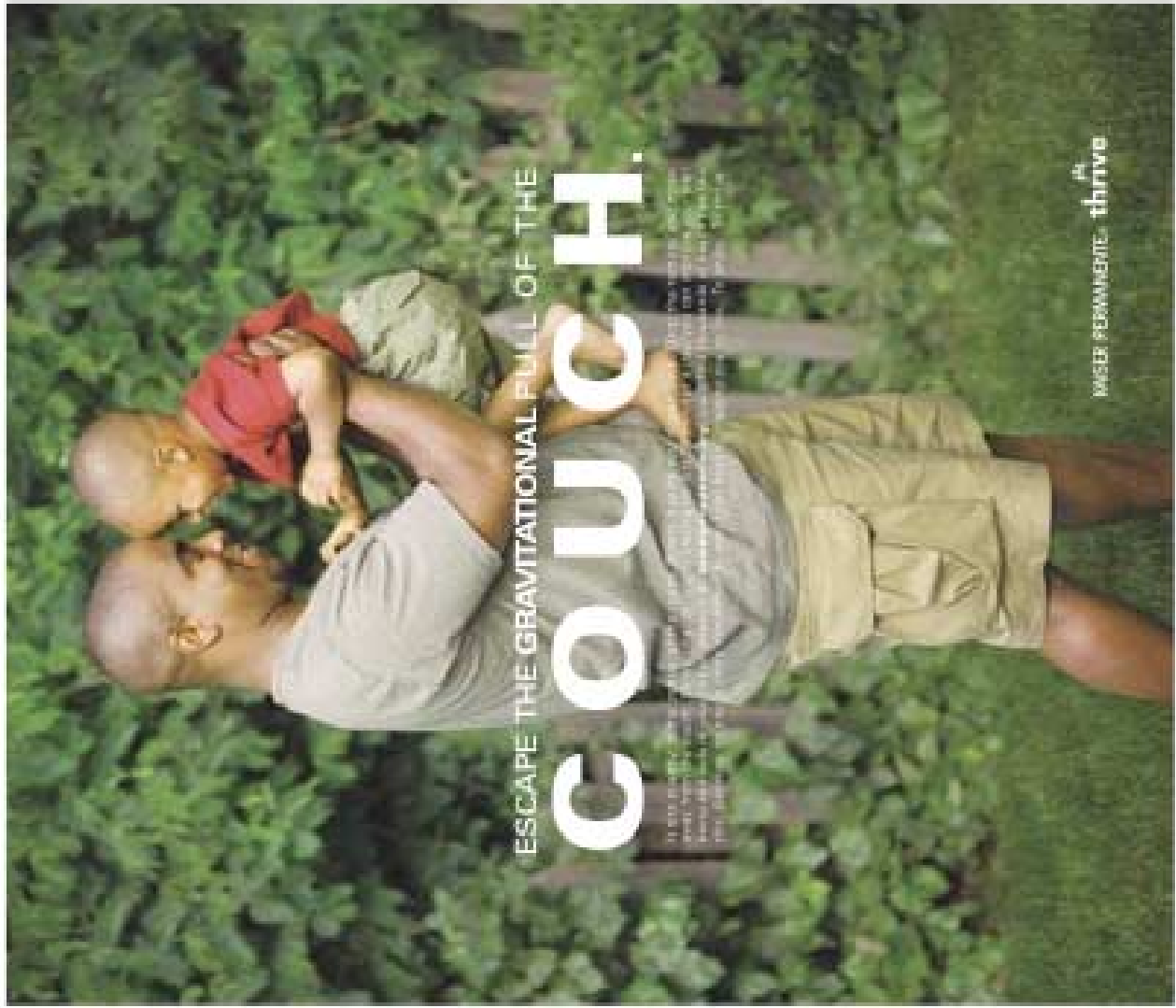
# Newspapers

SINCE YOU CAN'T TAKE IT WITH YOU,

STAY LONGER.

you can't take it with you. <sup>it</sup> thrive



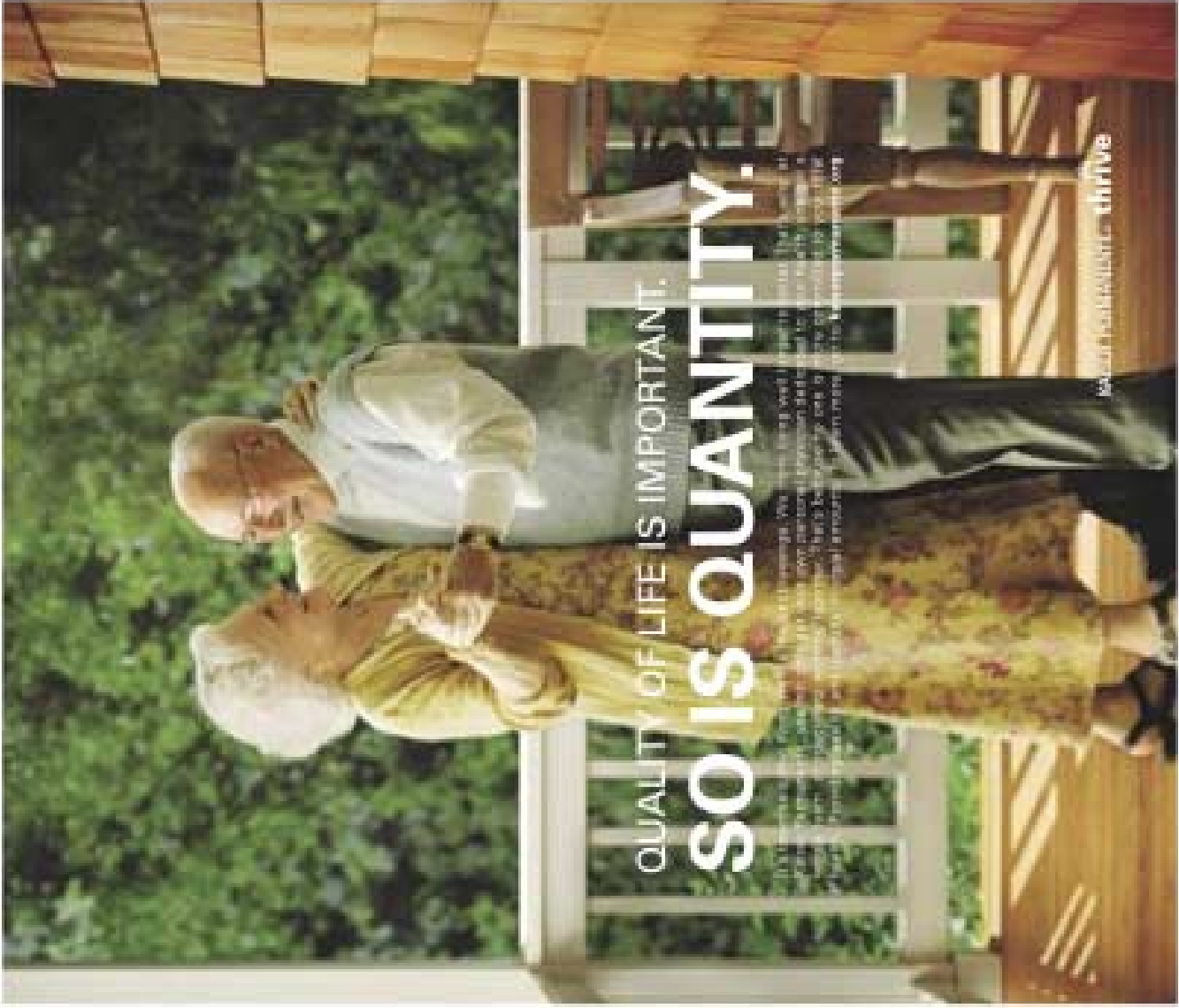


ESCAPE THE GRAVITATIONAL PULL OF THE

# COUCH.

IT'S EASY TO GET STUCK IN THE PULL OF THE COUCH. BUT YOU DON'T HAVE TO. MISSE FARMORE'S TRUTH IS, YOU CAN GET UP AND MOVE. AND YOU CAN FEEL GREAT ABOUT IT. THAT'S THE TRUTH.

MISSE FARMORE. <sup>the</sup> thrive



QUALITY OF LIFE IS IMPORTANT.

**SO IS QUANTITY.**

100 million people are aging worldwide. The number of people aged 65 and older is projected to reach 1 billion by 2050. This is a significant increase in the number of people who will need long-term care. The good news is that there are many ways to help people age in place and avoid the need for long-term care. For more information, visit [www.aginginplace.org](http://www.aginginplace.org).

live and **thrive**



KAISER PERMANENTE®



*We stand for business. For Privacy. And there's more. We*

*believe in the resident and in sharing. We believe in the patient. In EHR*

*3.0 and more. We stand for new beds and stronger HR. And we believe*

*that makes a wonderful impact. We have faith in optimism. In laughter*

*at medicine as well as penicillin. And we are usually opposed to tobacco.*

*We believe in physical therapy, psychotherapy, even music therapy.*

*All and each better, the game, and the patient. We're not addicted. We're*

*ambitious. And have never tried to negotiate an HMO plan. We believe*

*there is art to medicine as well as science. And we believe health isn't an*

*industry. It's a cause. You see Kaiser Permanente and we stand for health.*

*May you live long and thrive. So learn more go to [kaiserpermanente.org](http://kaiserpermanente.org)*

KAISER PERMANENTE. <sup>TM</sup> thrive

# Business journals




**BECAUSE YOU'D RATHER SIT HERE THAN ON A \$2,000 OFFICE CHAIR.**

You don't wear Italian suits. You don't have an executive washroom. You're a small business, and you want to do right by your employees. We can help keep your business healthy - in every sense of the word - with Kaiser Permanente's range of affordable health plan options, including new deductible plans. Serving over half of America's Fortune 100 companies, we know how to help your business stay healthy while giving your employees access to great medical, preventive and wellness services. Call your broker or 866-7KAISER. Or log on at [kaiserpermanente.org](http://kaiserpermanente.org). And let your business grow.




**HEALTHY**

Maintaining a company is any or the other of the word - with new deductible plans we know how to access to great services. Or 866-7KAISER.



**HEALTHY**

We help your employees health plan options of plan options at deductible plans. If your administration one. Call your broker find out how we can



**HEALTHY**

Business health is a health plan options of plan options at lower-cost deductibles. Call your broker find out how we can



**HEALTHY**

You don't wear a suit, and you want to do right by your employees. We can help keep your business healthy - in every sense of the word - with Kaiser Permanente's range of affordable health plan options, including new deductible plans. Serving over half of America's Fortune 100 companies, we know how to help your business stay healthy while giving your employees access to great medical, preventive and wellness services. Call your broker or 866-7KAISER. Or log on at [kaiserpermanente.org](http://kaiserpermanente.org). And let your business grow.