

MEMBER ID CARD (SCaI, MAS, NW)

Page Structure

The Member ID Card has three views. Front, back, and a landscape view.

Guidelines

The front of the card is divided into 3 main sections.

Section 1 display **Branding elements**.

- Vertical space in section 1 is expandable to accommodate various data elements
- If multiple Entity Names appear, they will stack
- If multiple Medical card plan labels appear, they will stack
- Data elements should be organized in the order that they appear in the lists.

Section 2 display **Member/Membership info**.

- Vertical space in section 2 is expandable to accommodate various data elements. Data elements should be organized in the order that they appear.
- Data elements should be organized in the order that they appear in the lists.

Section 3 display **Medical plan label & Pharmacy info**

- A scroll bar will appear within section 3 to view any data that is not within view.

Front of Card

SECTION 1

- Kaiser Permanente Logo
- Entity name 1 & 2
- Medical card plan label 1 & 2
- Rx Plan Label

- Compliance logos
- Co-branded logos
- Other logos

SECTION 2

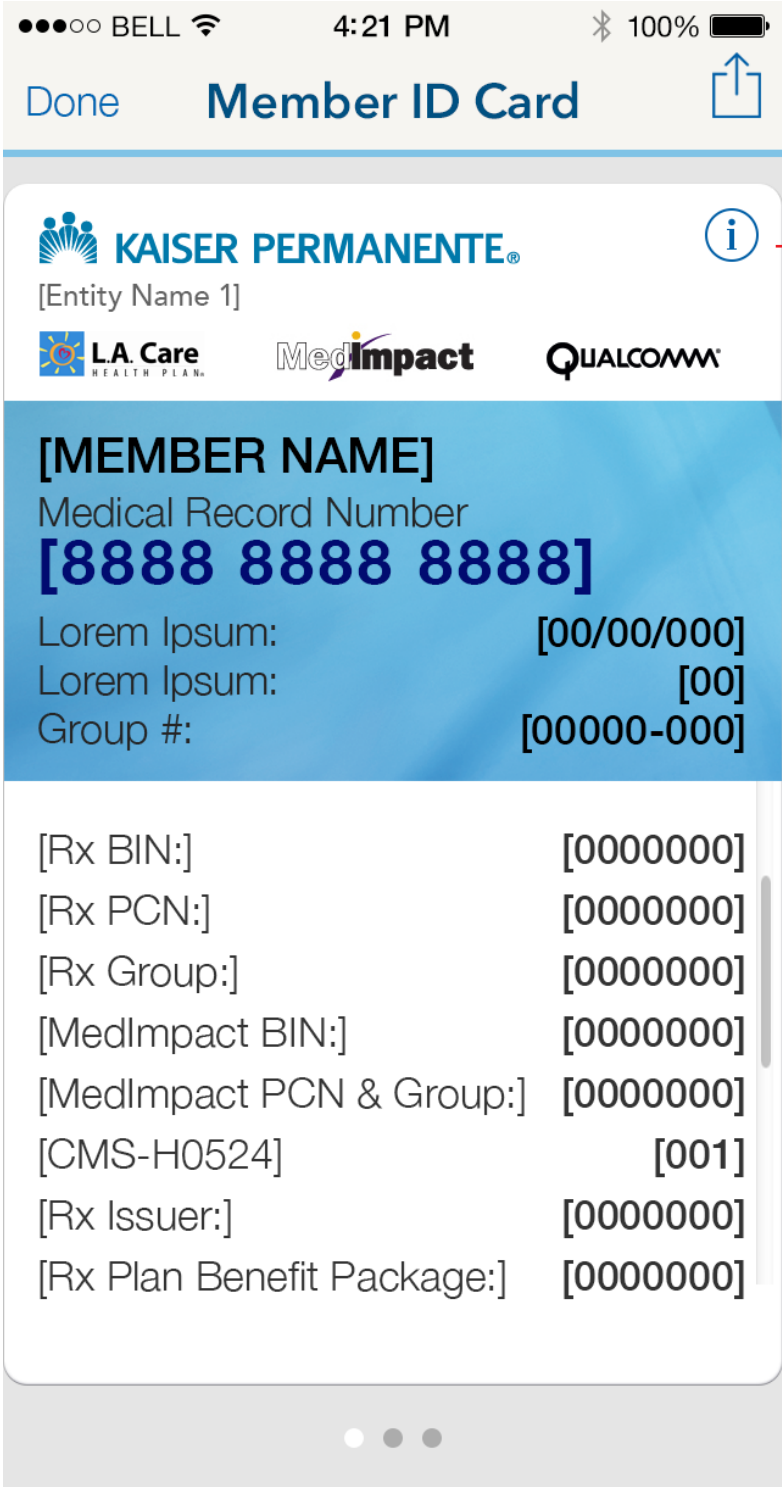
- Name (First, MI, Last)

- MRN/HRN
- MEDICAID ID #

- Sex
- Center
- DOB
- Group-Subgroup #s
- Group Effective Date
- Region

SECTION 3

- Rx BIN,
- Rx PCN
- Rx group
- MedImpact BIN
- MedImpact PCN & Group
- Rx Contract #-Value
- Rx Issuer
- Rx Plan Benefit Package



MEMBER ID CARD (SCaI, MAS, NW)

Page Structure

Guidelines

- Landscape view display Member/Membership info.
- Landscape view will display a larger MRN.

- MEMBER INFO**
- Name (First, MI, Last)
 -
 - MRN/HRN
 - MEDICAID ID #
 -
 - Sex
 - Center
 - DOB
 - Group-Subgroup #s
 - Group Effective Date
 - Region

Landscape View

MEMBER NAME

Medical Record Number

[0000 0000 0000]

Lorem ipsum: [00/00/000]

Lorem ipsum: [00]

Lorem ipsum: [00000-000]

MEMBER ID CARD (SCaI, MAS, NW)

Page Structure

Guidelines

The back of the card is divided into 2 main sections.

SECTION 1 Rules:

- Each group must have a group label
- Each phone number must have a label
- Each address must have a label
- If a group, phone or address label is empty... one will be entered in TS.
- Data elements should appear in the order that they are listed.

SECTION 2 Rules:

- Data elements should be organized in the order that they appear.

SECTION 1

- Group Label
- Phone Contact Label
- Phone #
- Address Label
- Address
- Other Contact Details

SECTION 2

- Primary Care Physician Info: (Hard coded)
- PCP Name
- PCP phone #
- PCP address
- PCP effective date
- Payor ID
- 911 Disclaimer
- Emergency Care Disclaimer
- ID card "Identification only" Disclaimer
- Other Disclaimer 1 & 2
- Pre-certification Disclaimer
- Entity Relationship Disclaimer

Back of Card

Done Member ID Card

[Profile Icon]

[GROUP LABEL 1]

[Phone #] [888-888-8888]

[Address] [12345 Elm St.]
City, ST, 20601]

[Other contact details] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

[GROUP LABEL 2]

Independent Phone# [888-888-8888]

[TTY]

[Toll Free] [711]

[MAIL CLAIMS TO]

[KPIC Self-Funded] [12345 Elm St.]
City, ST, 20601]

Primary Care Physician Info:
[PCP Line 1]
[PCP Line 1]

[Payor ID]

[Disclaimer data] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute

Profile Icon { flip to front of card }

{ Scrollable Section }

MEMBER ID CARD (SCaI, MAS, NW)

Typography

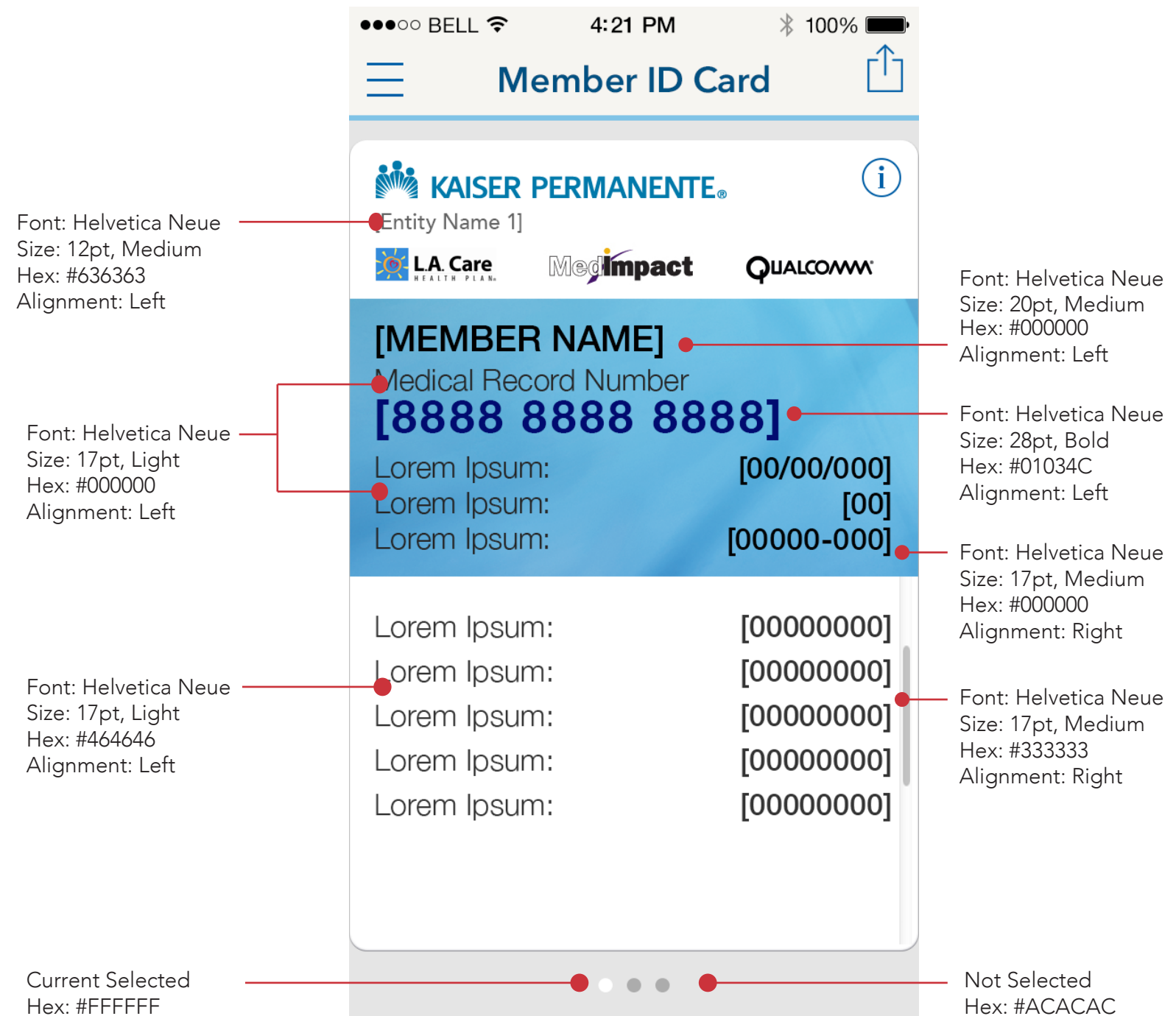
Guidelines: Member Name (Portrait View)

- Card member's name is in all caps
- The default font size is 20 points with a character limit of 22-25 on one line.
- If a name exceeds the default character limit the text will shrink dynamically to fit.
- The minimum font size is 13 points with a character limit of 34-37 on one line.

Font size should not scale below 13 points.

- If a name exceeds the character limit at minimum font size (13 points), the following business rules will be applied in this order:
 1. middle name becomes one character.
 2. first name becomes one character.
 3. truncate last name field beginning at end of name until the characters limit is reached.

Front of Card



MEMBER ID CARD (SCaI, MAS, NW)

Typography

Guidelines: Member Name

- Card member's name is in all caps
- Font size in landscape view is fixed at 20 points with a character limit of 40-45 on one line.
- If a name exceeds the character limit, the following business rules will be applied in this order:
 1. middle name becomes one character.
 2. first name becomes one character.
 3. truncate last name field beginning at end of name until the characters limit is reached.

Font: Helvetica Neue
Size: 20pt, Medium
Character Limit: 40-45
All Caps
Hex: #333333
Alignment: Left

Font: Helvetica Neue
Size: 17pt, Light
Hex: #464646
Align Right

Landscape View

The image shows a landscape view of a Member ID Card template. It features a white background with rounded corners and a blue arrow icon in the bottom-left corner. Red lines with dots point to specific text elements, each with associated typography guidelines. The elements and their guidelines are:

- MEMBER NAME**: Font: Helvetica Neue, Size: 20pt, Medium, Character Limit: 40-45, All Caps, Hex: #333333, Alignment: Left.
- Medical Record Number**: Font: Helvetica Neue, Size: 48pt, Medium, Hex: #01034C, Alignment: Left.
- [0000 0000 0000]**: Font: Helvetica Neue, Size: 48pt, Medium, Hex: #01034C, Alignment: Left.
- Lorem ipsum: [00/00/000]**: Font: Helvetica Neue, Size: 17pt, Medium, Hex: #333333, Alignment: Left.
- Lorem ipsum: [00]**: Font: Helvetica Neue, Size: 17pt, Medium, Hex: #333333, Alignment: Left.
- Lorem ipsum: [00000-000]**: Font: Helvetica Neue, Size: 17pt, Medium, Hex: #333333, Alignment: Left.

MEMBER ID CARD (SCaI, MAS, NW)

Typography

Guidelines

- Main font is Helvetica Neue

Font: Helvetica Neue
Size: 14pt, Regular
Hex: #333333
Alignment: Left

Font: Helvetica Neue
Size: 17pt, Light
Hex: #636363
Alignment: Left

Font: Helvetica Neue
Size: 12pt, Light
Hex: #636363
Alignment: Left

Font: Helvetica Neue
Size: 14pt, Medium
Hex: #333333
Alignment: Left

Font: Helvetica Neue
Size: 13pt, Light
Hex: #464646
Alignment: Left

Back of Card

BELL

4:21 PM

100%

Done

Member ID Card

[GROUP LABEL 1]

[Phone #]

[888-888-8888]

[Address]

[12345 Elm St.]
City, ST, 20601]

[Other contact details] Lorem ipsum dolor sit amet, conse
ctetur adipisicing elit, sed do eiusmod tempor incididunt

[GROUP LABEL 2]

Phone # 1

[888-888-8888]

Phone #2 with
wrapping labels

[888-888-8888]

Primary Physician Info:

[PCP Line 1]
[PCP Line 1]

[Payor ID]

[Disclaimer data] Lorem ipsum dolor sit amet,
consectetur adipisicing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua. Ut enim ad
minim veniam, quis nostrud exercitation ullamco laboris

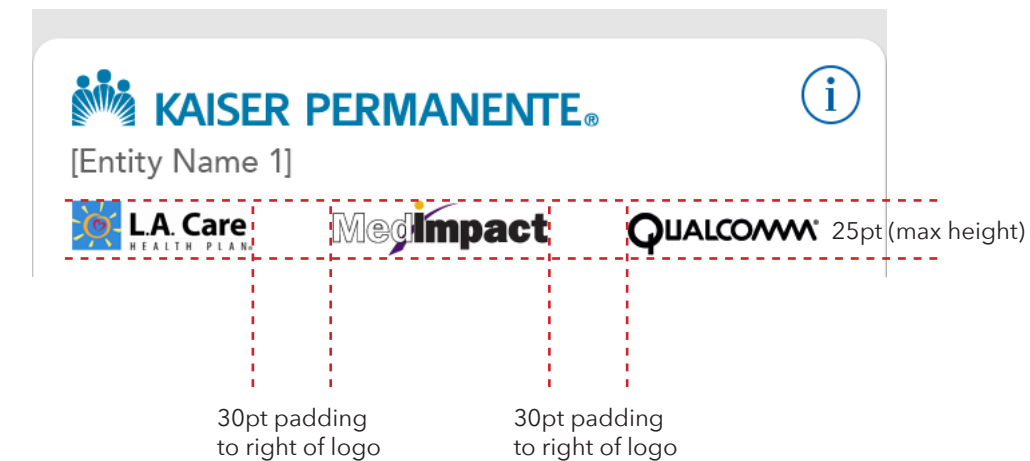
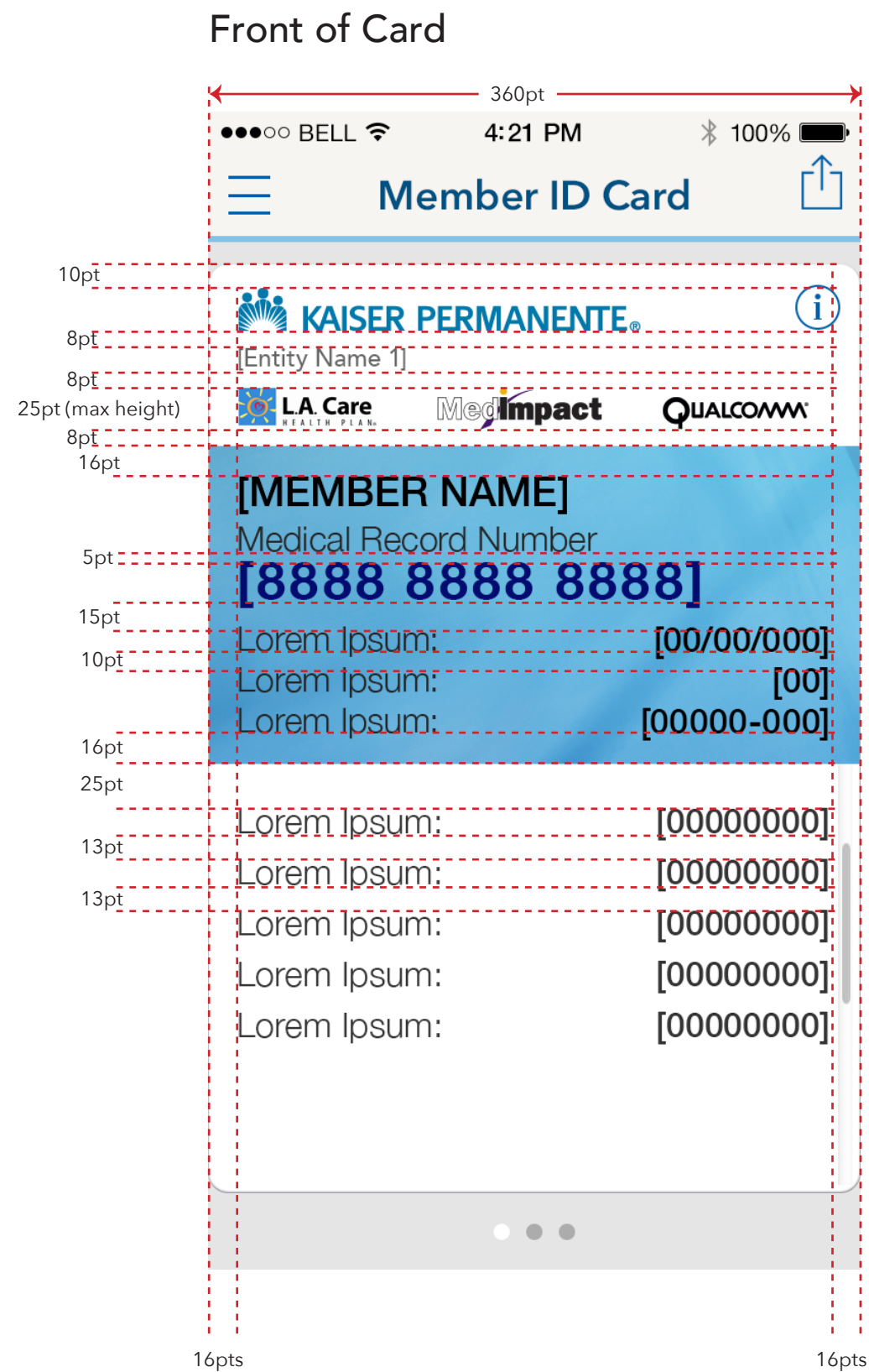
Font: Helvetica Neue
Size: 12pt, Light
Hex: #636363
Alignment: Left

MEMBER ID CARD (SCaI, MAS, NW)

Grids & Dimensions

Guidelines: Front of Card

- Co-branded logos will have a right side padding and will wrap to a 2nd or 3rd line if needed.



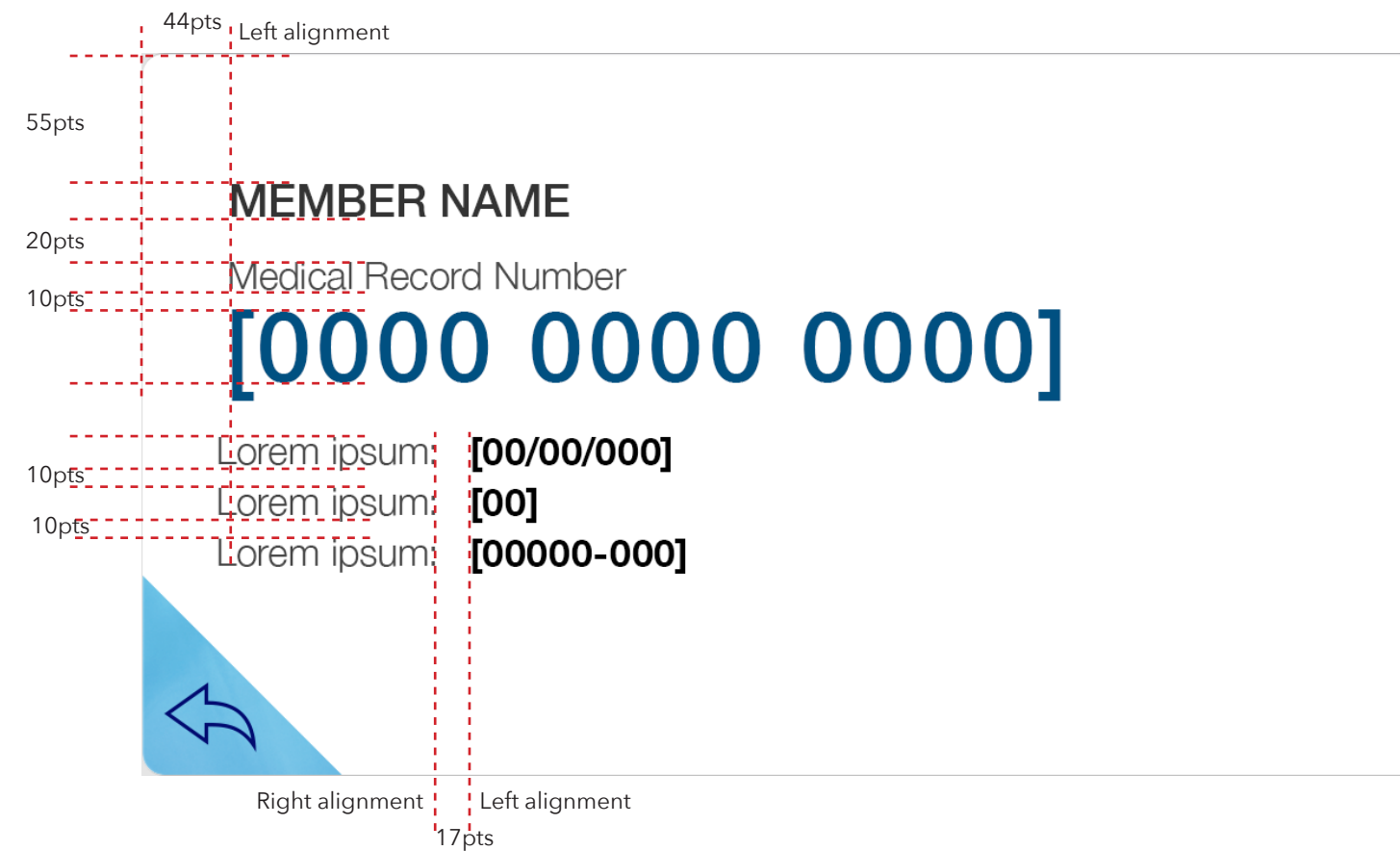
MEMBER ID CARD (SCaI, MAS, NW)

Grids & Dimensions

Landscape View

Guidelines: Landscape

- Baseline measured @mdpi.
- All measurements are in points.



MEMBER ID CARD (SCaI, MAS, NW)

Grids & Dimensions

Guidelines: Back of Card

- Follow group table pattern for Group Labels 1 & 2.

Back of Card

BELL

4:21 PM

100%

Done

Member ID Card

50pts

[GROUP LABEL 1]

[Phone #]

[888-888-8888]

[Address]

[12345 Elm St.]
Baltimor, MD, 20601]

40pts

[GROUP LABEL 2]

Phone # 1

[888-888-8888]

Phone #2 with
wrapping labels

[888-888-8888]

20pts

[PCP Line 1]

[PCP Line 2]

16pts

[Payor ID]

16pts

[Disclaimer data] Lorem ipsum dolor sit amet,
consectetur adipisicing elit, sed do eiusmod tempor

16pts

10pts