

Meet Geoff Lindsay, Senior Sales Representative at Mid-Atlantic Kaiser Permanente

Jim Ries: [00:00:00] Hello and welcome to Java with Jim. I'm Jim Ries, Director of Business Development at Offit Kurman. Joined here today with Geoff Lindsay, Senior Sales Representative for the Mid-Atlantic at Kaiser Permanente. Geoff, how are you today?

Geoff Lindsay: I'm doing great, Jim. Thanks for having me.

Jim Ries: Yeah, great to see you. So Geoff, tell us about Kaiser Permanente.

What do they do there and what makes what they do different from similar institutions in the same industry?

Geoff Lindsay: Sure. First of all, Jim, thanks for having me. Inviting me on the world famous Java with Jim. I've seen so many of these on LinkedIn over the years, so it's a real pleasure to be on the other side of the screen and have my afternoon java with you.

So, to answer your question. It's healthcare, so I'll try to keep it as short as I can. But Kaiser Permanente is an integrated healthcare company and we provide high quality, affordable care in communities around the country, including here in the Mid-Atlantic. So we have [00:01:00] medical facilities all over Maryland, DC region, and Northern Virginia.

So what we do differently from probably some of our competitors is we bring the health plan and the care delivery and the physicians all under one umbrella. So really Kaiser is made up of two organizations. The first is our care team, which is the doctors and medical facilities which are part of Permanente Medical Group.

The part of the business that is aligned on how they care for members and provide, really best in market healthcare. And the second is the Kaiser Foundation Health Plan, which is the non-for-profit organization that manages the insurance side and supports the whole member experience. So that's Kaiser at a 30,000 foot view.

As from my role, Jim, I work on the sales side at KP. I work with large employers with 50 or more eligible employees. So day to day I work with employers, brokers, partners in the Mid-Atlantic region and get them to think differently about healthcare and how they deliver it to their employees.

[00:02:00] So how they control costs, how they control claims, how to improve the health outcomes for their employees. At the end of the day, that's what's most important and how to create just a better healthcare experience for their people, for the organization. And a big part of my job is really educating what makes Kaiser unique and how it translates to real world value for companies and their employees.

So what sets us apart is really that integrated payer provider model. So while most insurance systems are really fractured, our teams can share data, coordinate care more effectively, which really puts the focus heavily on prevention and early intervention. So we're not just an insurance company, Jim, we're not just a healthcare provider.

We're both, and because of that, it really allows us to deliver high quality care often at a lower cost as we're seeing healthcare costs rise and keeping the member experience really front and center. And that's [00:03:00] what, for me, really makes this a really exciting place to work and to sell for.

Jim Ries: Yeah. And so it's vertically integrated healthcare pretty much under one roof.

One stop shop. So, and they have their own insurance. So it sounds amazing to me and to everyone listening, I'm sure, but great stuff. Thanks, Geoff. So, Geoff I know you've only been there for like five to six months or so. When it comes to Kaiser Permanente, what do you see that you're really proud of?

Geoff Lindsay: Yeah, that's a good question, Jim. I think I'm really proud of the way that we deliver care and the member experience and how prevention really fits into everything that we do compared to what I've ever experienced and what else is out there. So there's not a lot of bolt-ons or special programs.

It's really that prevention and early intervention and member experience is really at our core. And so we're constantly encouraging members to be proactive about [00:04:00] their own health, stay ahead of their health, get screenings, check in with their doctors, start conversations early with the care teams whether that's in person or virtually.

A lot of our members take advantage of the virtual option. And so for me, that's what I'm proud of, from what I've experienced so far. Even though I am in sales, it feels like I'm, I don't know, part of something bigger, part of a team that is like really genuinely trying to help people get healthier and help them avoid bigger, more serious issues down the line.

So yeah, Jim, that focus on prevention and improving the overall experience for our members and ultimately our communities and getting them healthier is what makes me proud to do what I do for Kaiser.

Jim Ries: Yeah, I love the proactive prevention approach. Makes perfect sense. Geoff, what do the next six months look like for you and Kaiser Permanente?

Anything you guys got cooking up?

Geoff Lindsay: Yeah. So, Jim, the next six months for my role and for [00:05:00] others folks in this area is the healthcare effective dates are creeping up on us, even though I'm thinking about, Q3, Q4, December and January is when people are starting to look at their healthcare plans and the effective dates.

So it's really a busy time of year for us and a really important planning window. So a lot of my time will be spent with prospects, broker partners, employer groups, and really get a better understanding and a current picture of what they're health plan strategies, what's working, what their claims experience has been over the last 24 months?

What challenges are they trying to fix as they head into this next renewal season? And as healthcare prices are increasing. So it's a chance for me to kind of walk them through the Kaiser

model. We've got this beautiful, facility over here at Lutherville Timonium that if any of your listeners would like to tour through would certainly love to give them a firsthand experience of what Kaiser is and how that integrated care approach works and how that can support those goals.

And so, just try to improve the outcomes [00:06:00] for the employees and the groups in this area. Get them healthier. Reduce their overall healthcare spend is a big conversation with people now, how do we get our healthcare costs lower? And just giving those people a better experience.

So that's what the next six months will be. Deep conversations, planning and making sure our partners feel competent heading into their upcoming plan year.

Jim Ries: I'll tell you, I'm sure the inside of that facility in Lutherville Timonium is as nice as the outside. It's really gotta be something to be, 'cause it really looks fantastic.

Geoff Lindsay: It's a fantastic facility, Jim. We'll have you in there soon.

Jim Ries: I bet it is. On a visit.

Geoff Lindsay: Right?

Jim Ries: On an elective visit.

Geoff Lindsay: No. No.

Jim Ries: All right, Geoff, here's the fun one. What do most people watching this video not know about you?

Geoff Lindsay: Well, I think a lot of people that know me, Jim, know I'm passionate about golf and coaching golf, and obviously you see me on the sidelines a lot on the weekends coaching my two [00:07:00] boys and some of your grandkids.

One thing that people don't know about me is the story of why I spelled my name with a G instead of a J. And since it's the 2026 World Cup coming up and we're hosting in the USA, I thought I'd share that. So, unfortunately the most famous Geoffrey that probably pretty everybody knows, comes from that old toy store Toys R Us giraffe, Geoffrey, the giraffe. I'm not named after him. But the story is my dad, who was a really talented soccer player in college and still is really incredibly passionate about the game. When I was born, he named me after one of his favorite players. This guy Geoffrey Hurst, who in England is a legend. He was a striker.

And he scored three goals, a hat trick in the World Cup final in 1966 against West Germany, and was the only person to do it until Mbappé did this past year or this past World Cup in France, for France. And so the only difference is Geoffrey Hurst, and England actually hoisted the cup and won the game where Mbappé went down, [00:08:00] like many do against Messi.

So my name actually comes from the soccer history, not a toy store giraffe, which makes for a better story, but certainly hasn't made it easy on people over the years to pronounce. So figure I'd clear on it for you.

Jim Ries: That makes for a great story and I know a lot about you and I did not know that, so

Geoff Lindsay: There you go.

Jim Ries: I'm so much wiser now that we've just had this conversation. Yeah, thanks for joining me. I really appreciate you sharing so much about Kaiser Permanente. I think it sounds like a wonderful place to work and great healthcare facility and everything that you just mentioned makes me wanna learn more about it and maybe even visit it.

So it really is fantastic. Thanks for sharing all that, and I know I'll be seeing you soon somewhere.

Geoff Lindsay: Yep. Sounds good, Jim.

I'll see you.

Jim Ries: Take care. Bye.

Geoff Lindsay: Thanks for having me.