Bright Health
Maricopa County Navigator Meeting
October 2, 2018
Agenda

- About Bright Health
- Why Bright
- Care Partner Model
  - Arizona Care Network
  - Phoenix Children’s Care Network
- Contact Information
Our founders recognized two emerging trends and saw an opportunity to do something different in healthcare.

**Mission**
Making healthcare right. Together.

**Vision**
Collaborating with Care Partners to make healthcare simpler, personal and more affordable.

**Values**
1. Be Purposeful.
2. Be Authentic.
3. Be Brave.
5. Be Respectful.
Bright Health Plan 2019

We’re Growing!

**Current MA Markets include**
- Phoenix
- Denver
- Birmingham

**New for 2019**
- Nashville
- Ohio – Cincinnati, Springfield, Toledo, & Youngstown
- New York

**Current IFP Markets include**
- Denver, including a small expansion for 2019
- Birmingham

**New for 2019**
- Arizona – Phoenix & Tucson
- Tennessee – Memphis, Nashville, & Knoxville
Engaged partnerships across Arizona

- Food City Nutrition Events
- Social Security Administration educational events
- Senior Centers
- Retirement Communities
- Community Events
- Community Fun Runs
2019 Bright Health Plans
Individual & Family Plans

Bright Health aims to make products, affordable, personal and simple.

Affordable:
- Offering QHP products with low premiums and low cost Access to Care
- Focus on both the subsidized and off Exchange marketplace
- Bright Health Secure

Personal:
- Optional PCP selection
- Contact Center Support - A real person!
- Clinical Programs
- Bright Perks & Rewards
- Know Before You Go

Simple:
- Plan designs have meaningful difference
- One Care Partner per market
- Transparency
2019 Plan Highlights

8 great plans:

Gold: (1) On exchange
Silver: (2) On exchange, (2) Off exchange
Bronze: (3) Both on and off

• Focus on low copays for Primary Care
• Reasonable Urgent Care copay
• Low Cost Generics
• Same Designs for Maricopa & Pima
Bright Health Rewards

• All plans, all Bright Health members are eligible for Rewards
• Rewards are available annually when a member completes certain health-related actions

<table>
<thead>
<tr>
<th>Action</th>
<th>Reward Value</th>
</tr>
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<tbody>
<tr>
<td>‘Know Before You Go’ Survey Completion</td>
<td>$10</td>
</tr>
<tr>
<td>PCP Selection</td>
<td>$5</td>
</tr>
<tr>
<td>Health Risk Assessment Completion</td>
<td>$10</td>
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• All actions can be taken from the member portal
Perks Plans

• **Perk Plans** – Silver & Bronze, available on and off exchange

• Perks Plan - 2-3% higher premium for reduced copays and deductibles + opportunity to participate in Perks Program

• Once the member turns on ACH payments, they open up the **Perks Program**
  ▪ One Time PCP copay reimbursement
  ▪ Meal delivery post-discharge, discount on future purchases
  ▪ Transportation, limited one-way trips per plan, discount on future purchases

• **Perks Program** is not a filed benefit, will not appear on the FFM

• All plans have Rewards, only Perks Plans have Perks Program
Bright Health Secure

- Bright Health Secure is a great plan for individuals looking to plan for unexpected (or expected) out-of-pocket expenses.
- Helps those Bright Health individual and family plan members with high deductible plans and other out of pocket expenses.
- Bright Health Secure provides supplemental coverage for illnesses, outpatient services, and/or accidental injuries.
- Is available only to our individual and family plan members.

*Pending Department of Insurance approval
Care Partner Relationship
Health Delivery Systems are the healthcare organizational units of the future, but they need help. Bright is the right partner for systems; we align via a unique Care Partnership.

Care Partner
Together as One Health Organization

Working together to:

1. Design Benefits
2. Improve health
3. Improve experience
4. Lower out of pocket costs
5. NO REFERRALS
Arizona Care Network

A Better State of Care

Abrazo Community Health Network
Dignity Health
Phoenix Children's Care Network

bright HEALTH
ACN is a provider network that improves healthcare and reduces costs by actively managing care for our patients.
A Better State of Care
Changing the Patient and Provider Experience

Better for Patients
- Collaboration across their full continuum of care
- Reduces costly duplication of services
- Better health outcomes
- Higher patient satisfaction

Better for Doctors
- Population Health tools
- Evidence-based care protocols
- Technology tools
- Patient data
- Real-time practice support
ACN Care Wallet
Provider Payment Innovation

Benefits:

- Transparent quality, service metrics
- Easy provider self-assessment
- Incentivizes quality improvements, network utilization
- One-touch reward redemption
- Improves overall ACN provider experience
Special Care for the Rising-Risk Patient
Extra Help Where It’s Needed Most

- 24/7 Concierge Line
- Virtual support
- In-person support
- Services embedded in high-volume practices
Provider Network

Provider Type | 2013 | Today
--- | --- | ---
Primary Care | 322 | 1,220
Specialists: Community Based | 771 | 3,999
Facility & Ancillary Locations | 397 | 588
Phoenix Children’s Care Network

- Close to 1,000 pediatric primary care providers and specialists
  - More than half of general pediatricians and 80% of all pediatric specialists across Maricopa County
- Includes contracts with Phoenix Children’s Hospital and Mercy Gilbert Pediatric Inpatient Unit
Use our new Bright Health app to look up providers:

Available on:
- App Store (Apple)
- Google Play (Android)
Dispatch Health

ON-DEMAND URGENT CARE

DispatchHealth offers on-demand medical care in the comfort of your home, work or place of need. Mobile medical teams arrive equipped with the latest technology and tools to treat minor to severe injuries and illnesses.
From This
To This....

Get a budget-friendly, benefit-loaded health plan.
Click to get more benefits for less.

Join. Save. Be happy.
bright HEALTH

Health insurance, but the friendly, money-saving kind.
Join. Save. Be happy.
bright HEALTH

How low do our health plan prices go?
Click to see how much you can save.

Join. Save. Be happy.
bright HEALTH

Health insurance costs got you down?
Look us up.

Join. Save. Be happy.
bright HEALTH

Time is running out to save hundreds on your health insurance.
Click here to save now.

Join. Save. Be happy.
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Health insurance that saves you money.
Now you’ve seen it all.

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On your own for health insurance? Not anymore.

Join. Save. Be happy.
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Today, you get a health plan. Tomorrow, no buyer’s remorse.

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Health insurance, but the friendly, money-saving kind.

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True story.

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BrightHealthPlan.com 844-426-4086
Bright is who we are.

We're optimists in an industry where most are pessimists.

We have a innovative approach, but we are not new at this.

We are old school with a fresh new vibe.

We are here to transform how people feel about health insurance and have the grit to do it.
Access to over 5,500 Providers

Low Primary Care Co-Pays

Top 5 Reasons to Enroll with Bright

Phoenix Children’s

Perks Plan Options

Rewards Program
Health Questions/ Schedule Additional Trainings

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Thank YOU!