

# Ascension Personalized Care

## Unique benefits

Ascension Personalized Care offers benefits that you won't find with other insurance carriers. These benefits are unique to Ascension and offer you additional care for your mental, emotional and spiritual health.

### Online behavioral health

Ascension has a compassionate, personalized approach to behavioral health. At Ascension, we understand that caring for your mind is just as important as caring for your body. That's why we offer online behavioral health treatment programs personalized for your needs as an adult, senior, adolescent, or child.

### Mindfulness meditation

How do we balance the pressure of life while maintaining a meaningful, healthy connection with ourselves? With the tools offered by Mindfulness and Meditation, you can relax and center yourself. Meditation has been a valuable tool for reducing anxiety and improving well-being for centuries, and it's easy to begin a meditation practice.

### Allay

Allay Care helps people talk about and document their end of life preferences. Ascension created the Allay Care process to create a holistic document that creates clarity and peace of mind for everyone.



### Enhanced customer service

We are committed to providing a superior customer service experience for our members and agents.

- High staff to member ratio
- Extensive on-going training
- Each customer service rep holds a bachelors degree and has over 10 years of insurance experience.

### Ascension insurance navigators

- Local contact with direct connection to our Ascension physicians and staff as well as our Ascension Personalized Care Claims and Customer Service teams
- Navigators provide concierge-level care for our agents and providers and help in resolving complex issues for your members
- Provides training, education and support on Ascension Personalized Care products

### Additional benefits

- \$0 deductible bronze and silver plans
- HSA qualified bronze plan
- No referral requirement in the network

## Questions?

Visit [ascensionpersonalizedcare.com](https://ascensionpersonalizedcare.com) or call 833-600-1311

Ascension Personalized Care benefits is underwritten by US Health and Life Insurance Company.



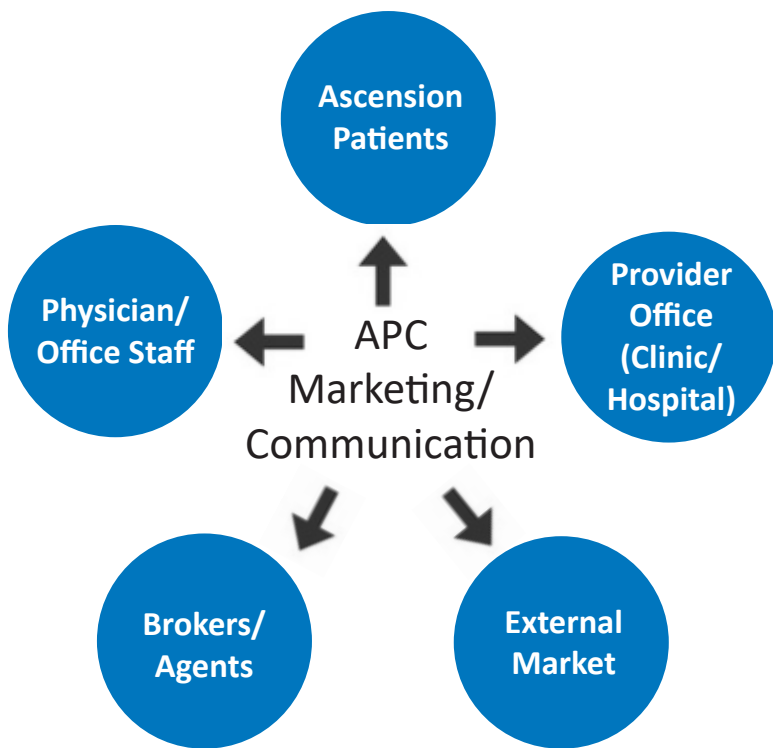
# Ascension

# Marketing strategy

Ascension Personalized Care marketing channel strategy was designed through internal and external research, industry expertise and competitive analysis.

## Full Funnel Marketing Approach

<p>Awareness: Building broad awareness and establishing recognition in market</p>	<ul style="list-style-type: none"> <li>• Billboards and outdoor</li> <li>• Local PR</li> </ul>
<p>Consideration: Building findability in discovery and search, following consumer intent</p>	<ul style="list-style-type: none"> <li>• Paid search ads (Google)</li> <li>• Digital ad placement / remarketing</li> <li>• Targeted social media</li> </ul>
<p>Engagement: Direct to patient, direct to consumer lead nurturing</p>	<ul style="list-style-type: none"> <li>• Direct mail</li> <li>• Email</li> <li>• In-facility - brochures, digital, banners</li> </ul>
<p>Action: Broker/agent sales, online conversion, and enrollment</p>	<ul style="list-style-type: none"> <li>• Agents and broker relationships</li> <li>• Online content and landing pages</li> <li>• HealthSherpa and Healthcare.gov</li> </ul>



**Goal:**

To educate and engage prospects, prospective members, providers and partners in our target markets.

**Timeline:**

- August: Social media marketing and internal promotions
- September: Social media marketing, patient email messaging, and webinars
- October: Direct mail, emails, social media, paid search ads, webinars, in-facility marketing.
- November: Direct mail, email, social media, paid search ads, webinars, in-facility marketing.
- December: Email, social media, paid search ads, webinars, in-facility marketing.
- January - October 2022: Ongoing programmatic member engagement.