



Brand Map and Key Messaging

June 2020

Mission

Disrupt expectations with a care-inspired approach that keeps every member happy and healthy.

True Believer

Care Connectors

Medicare eligibles who are comfortable utilizing the SummaCare network of integrated providers, prioritizing exceptional support in care and coverage over network breadth.

Care Connectors appreciate having smooth experiences and helpful resources available as they navigate the care they need. They believe that if coverage could better connect with and support their care, they'd be happier patients and members.

Tone

Wholesome, straightforward, kind, down-to-earth, candid.

The Red Thread

Care-Inspired Coverage

Positioning

We Care That You Stay

In a category where carriers only care that you join, SummaCare does everything in our power to make it easy to stay.

Proof Pillars

Care-Inspired Benefits

All-In-One Plans:
Medical, dental, vision,
hearing, fitness and more

Plans encouraging
healthy behaviors
as low as \$0/month

Coverage designed
with providers to
support whole health

Superior Service & Support

98% of members who
sign up stay year-after-year

4.5/5 Star CMS rating
for 3 years running

Friendly, 24/7
local support resources

Healthcare Partnership

Care/coverage collaboration
to benefit members

Proactive outreach and
follow up, year-round

Engaged in community
health initiatives

Vision

Be the plan known for the best service and most satisfied members.

Core Beliefs

Medicare coverage is a choice that should only have to be made once.

All seniors deserve a plan designed to support their whole health needs.

Plans should be designed in partnership with health providers for better healthcare experiences.

Straightforward answers and personal guidance should always be just a call or click away.



Care-Inspired Coverage

We Care That You Stay

In a category where carriers only care that you join, SummaCare does everything our power to make it easy to stay.

We provide high quality, compassionate care and contribute to a healthier community, guiding you to be the healthiest version of yourself. We are committed to giving customers comprehensive, community-focused healthcare options priced to reflect quality, value and service.

Care-Inspired Benefits

- Plans are “all in one” – with health benefits, plus dental, vision, hearing, fitness and low-cost prescriptions.
- We offer a variety of affordable plans with premiums as low as \$0/month, low annual out of pocket maximums and \$0 PCP copays – no fine print or loopholes to hold you back.
- As a member of the healthcare community, we work closely with providers to design and evolve plans to support whole health.
- We know there’s so much more to well-being than just physical health, so we also offer an OTC allowance, eyewear allowance, in-home safety device stipends, SilverSneakers gym membership, transportation benefits and more. **(TBD: Behavioral Health)**
- We offer several programs to keep members engaged in healthy lifestyles, such as health management, the Papa Pals companion program and gift cards to reward members for healthy behaviors year-round.

Superior Service & Support

- 98% of our members stay year-after-year.
- Our excellent customer service earned SummaCare one of the highest CMS ratings (4.5/5 stars) for MA plans in the state, 3 years running.
- Just like your doctor, our full attention and guidance are just a call away. Our member support resources include world-class customer service, a 24/hr nurseline, and year-round access to Medicare advisors.
- Because we’re from your area, you can expect helpful, straightforward answers from a friendly service team who knows about healthcare where you live.

Healthcare Partnership

- Care and coverage should work in collaboration, communicating on your behalf. We’ve designed an integrated network that provides access to top physicians and specialists with more seamless post-care processing between network organizations.
- We support you with a dedicated membership experience team that reaches out proactively and follows-through.
- We act as a true resource and partner, supporting your health and care needs both locally and when you travel with our Assist America coverage, SnowBird In-Network Visitor program (name TBD), telehealth, and emergency room and urgent care coverage.
- Good health is a community initiative, which is why we’re creating Summa Days to give back, as well as partnering with local businesses to establish the Summa Seal network where members benefit from healthy decisions that support the business community.