

Customer Email #1 - 2022



OhioHealthy

OhioHealthy is a provider-owned health plan from OhioHealth, the largest and most preferred health system in central Ohio.

Save Cost Without Compromise

Hello, *|LIST:NAME|*:

I have some exciting news to share. It's a new solution to save you cost without compromise. OhioHealthy is OhioHealth's new integrated health plan.

They fused health provider and health plan together

From what I've seen, they're providing the same quality care your employees expect, but costing up to a 10% less, and in some cases, as much as 20% less.

Plus, they're offering valuable benefits and member support like same-day PCP appointments, expert care coordination and navigation, and a whole lot more.

Ultimately, it's simpler, more affordable, and a better experience.

It's rare to find a truly revolutionary approach to healthcare. But, this could be it.



AFFORDABLE

Reducing the total cost of care and delivering quantifiable value.



ACCESSIBLE

Serving central Ohio employers, employees, and communities.



SIMPLE

Delivering a straightforward, integrated, and personal member experience.



COLLABORATIVE

Helping members and employers navigate healthcare to achieve

|LIST:NAME| here's a quick overview video.

Let me know a good time to connect and discuss if this solution is a good fit for [ORGANIZATIONAL NAME].

Broker Name

Broker Contact info

Broker Logo

Customer Email #2 - 2022



OhioHealthy[®]

OhioHealthy is a provider-owned health plan from OhioHealth, the largest and most preferred health system in central Ohio.

Ohio Healthy could be the right solution for you.

Good day, [* |LIST:NAME|*]:

Did you hear that OhioHealth has created a new integrated health plan called OhioHealthy?

I've done the research and they are doing something quite unique. In fact, it looks like a **simpler**, yet more fully integrated level of care at a lower cost than I've seen anywhere else.

They're offering top-notch hospitals and providers at OhioHealth, **faster access**, and an integrated approach that connects employees with Member Advocates, a 24/7 nurse advice line, care navigators, and a whole lot more.

From what I've seen, they're providing the same quality care your employees expect, but costing **up to a 10% less**, and in some cases, as much as 20% less.

That's the best of both worlds, don't you think?

Let's find a good time to discuss their unique value model soon.

CLOSING/SIGNATURE

Broker Name

Broker Contact info

Broker Logo

Customer Email #3 - 2022



OhioHealthy[®]

OhioHealthy is a provider-owned health plan from OhioHealth, the largest and most preferred health system in central Ohio.

Could OhioHealthy be right for [ORGANIZATION NAME]?

Hi *|LIST:NAME|*:

It's been a while since I've seen a health plan that's a game changer for employers in central Ohio. I think OhioHealthy, OhioHealth's new health plan, could be a great solution for you.

Here are just two reasons:

It's affordable. They've reduced the total cost of care and are delivering quantifiable value. It's saving employers up to 10%, some up to 20%. This savings generates around \$1M annual savings who have organizations with 600+ members.

It's accessible. Expert care where and when employees need it: Over 10,000 providers, ~98 hospitals, 200+ ambulatory sites, same-day PCP appointments, telephonic and virtual care options.

Best part, you don't need to compromise....They're helping employees get access to the high-quality OhioHealth hospitals and providers they expect.

|LIST:NAME|, let's find a time to dig deeper into your goals this year and determine if this new solution is a good fit for [ORGANIZATION NAME].

CLOSING/SIGNATURE

Broker Name

Broker Contact info

Broker Logo

Customer Email #4 - 2022



OhioHealthy[®]

OhioHealthy is a provider-owned health plan from OhioHealth, the largest and most preferred health system in central Ohio.

Could OhioHealthy be right for [ORGANIZATION NAME]?

Hi *|LIST:NAME|*:

It's been a while since I've seen a health plan that's a game changer for employers in central Ohio. I think OhioHealthy, OhioHealth's new health plan, could be a great solution for you.

Here are just two reasons:

It's affordable. They've reduced the total cost of care and are delivering quantifiable value. It's saving employers up to 10%, some up to 20%. This savings generates around \$1M annual savings who have organizations with 600+ members.

It's simple. Easy and direct channels to expert care coordination and navigation that's local. They're offering a straightforward, integrated, and personal member experience.

Best part, you don't need to compromise....They're helping employees get access to the high-quality OhioHealth hospitals and providers they expect.

|LIST:NAME|, let's find a time to dig deeper into your goals this year and determine if this new solution is a good fit for [ORGANIZATION NAME].

CLOSING/SIGNATURE

Broker Name

Broker Contact info

Broker Logo

Customer Email #5 - 2022



OhioHealthy

OhioHealthy is a provider-owned health plan from OhioHealth, the largest and most preferred health system in central Ohio.

Could OhioHealthy be right for [ORGANIZATION NAME]?

Hi *|LIST:NAME|*:

It's been a while since I've seen a health plan that's a game changer for employers in central Ohio. I think OhioHealthy, OhioHealth's new health plan, could be a great solution for you.

Here are just two reasons:

It's affordable. They've reduced the total cost of care and are delivering quantifiable value. It's saving employers up to 10%, some up to 20%. This savings generates around \$1M annual savings who have organizations with 600+ members.

It's collaborative. They're helping employers navigate healthcare and create a culture of health. Your team would include an account manager and implementation manager dedicated to your success who will act like an extension of your organization. They would support your onboarding and provide all the tools to communicate the value to your employees. This personalized support has led to a consistent, 95% member satisfaction rate.

Best part, you don't need to compromise....They're helping employees get access to the high-quality OhioHealth hospitals and providers they expect.

|LIST:NAME|, let's find a time to dig deeper into your goals this year and determine if this new solution is a good fit for [ORGANIZATION NAME].

CLOSING/SIGNATURE

Broker Name

Broker Contact info

Broker Logo

Prospect Email #1 - 2022



OhioHealthy

OhioHealthy is a provider-owned health plan from OhioHealth, the largest and most preferred health system in central Ohio.

A better health plan! OhioHealthy: High quality, less cost.

Hello, [FIRST NAME]:

Have you heard about OhioHealthy? It's OhioHealth's new integrated health plan.

And, from what I've seen, they're providing the same quality care your employees should expect, but costing **up to a 10% less**, and in some cases, as much as 20% less.

Plus, they're offering valuable benefits and member support like **same-day PCP appointments**, expert care coordination and navigation, and a whole lot more.

It's rare to find a truly revolutionary approach to healthcare. But, this could be it.



AFFORDABLE

Reducing the total cost of care and delivering quantifiable value.



ACCESSIBLE

Serving central Ohio employers, employees, and communities.



SIMPLE

Delivering a straightforward, integrated, and personal member experience.



COLLABORATIVE

Helping members and employers navigate healthcare to achieve

Here's a quick overview video.

I'd like to explore with you if OhioHealthy could be a good fit for [ORGANIZATION NAME]. Is there a good day and time that we could connect?

CLOSING/SIGNATURE

Broker Name

Broker Contact info

Broker Logo

Prospect Email #2 - 2022



OhioHealthy[®]

OhioHealthy is a provider-owned health plan from OhioHealth, the largest and most preferred health system in central Ohio.

Could OhioHealthy be right for [ORGANIZATION NAME]?

Hi [FIRST NAME]:

It's been a while since I've seen a health plan that looked really attractive for employers in central Ohio. And, I think OhioHealthy, OhioHealth's new integrated health plan, could be a great solution for you.

Here are just two reasons:

It's affordable. They've reduced the total cost of care, delivering quantifiable value, and saving employers up to 10%; some up to 20%. For organizations who have 600+ members, this generates around \$1M in annual savings.

It's collaborative. Your team includes an account manager and implementation manager dedicated to your success. They support your onboarding and provide all the tools to communicate value to your employees. Their approach has led to a consistent 96% member satisfaction rate.

The best part? You don't have to compromise.

If you'd like to dig deeper into OhioHealthy, let's set up a time to talk.

CLOSING/SIGNATURE

Broker Name

Broker Contact info

Broker Logo

Prospect Email #3 - 2022



OhioHealthy[®]

OhioHealthy is a provider-owned health plan from OhioHealth, the largest and most preferred health system in central Ohio.

Could OhioHealthy be right for [ORGANIZATION NAME]?

Hi [FIRST NAME]:

It's been a while since I've seen a health plan that looked really attractive for employers in central Ohio. And, I think OhioHealthy, OhioHealth's new integrated health plan, could be a great solution for you.

Here are just two reasons:

It's affordable. They've reduced the total cost of care, delivering quantifiable value, and saving employers up to 10%; some up to 20%. For organizations who have 600+ members, this generates around \$1M in annual savings.

It's accessible. Expert care where and when employees need it: Over 10,000 providers, ~100 hospitals, 200+ ambulatory sites, same-day PCP appointments, telephonic and virtual care options.

The best part? You don't have to compromise.

If you'd like to dig deeper into OhioHealthy, let's set up a time to talk.

CLOSING/SIGNATURE

Broker Name

Broker Contact info

Broker Logo

Prospect Email #4 - 2022



OhioHealthy[®]

OhioHealthy is a provider-owned health plan from OhioHealth, the largest and most preferred health system in central Ohio.

Could OhioHealthy be right for [ORGANIZATION NAME]?

Hi [FIRST NAME]:

It's been a while since I've seen a health plan that looked really attractive for employers in central Ohio. And, I think OhioHealthy, OhioHealth's new integrated health plan, could be a great solution for you.

Here are just two reasons:

It's affordable. They've reduced the total cost of care, delivering quantifiable value, and saving employers up to 10%; some up to 20%. For organizations who have 600+ members, this generates around \$1M in annual savings.

It's simple. Easy and direct access to expert care coordination and navigation that's local. They're offering a straightforward, integrated, and personal member experience.

The best part? You don't have to compromise.

If you'd like to dig deeper into OhioHealthy, let's set up a time to talk.

CLOSING/SIGNATURE

Broker Name

Broker Contact info

Broker Logo

Prospect Email #5 - 2022



OhioHealthy[®]

OhioHealthy is a provider-owned health plan from OhioHealth, the largest and most preferred health system in central Ohio.

OhioHealthy is worth a serious look

Hello [FIRST NAME]:

Did you hear that OhioHealth has created a new integrated health plan called OhioHealthy?

I've done the research and they are doing something quite unique. In fact, it looks like a **simpler**, yet more fully integrated level of care at a lower cost than I've seen anywhere else.

They're offering top-notch hospitals and providers at OhioHealth, **faster access**, and an integrated approach that connects employees with Member Advocates, a 24/7 nurse advice line, care navigators, and a whole lot more.

They're providing the same quality care you want your employees to have, but costing **up to a 10% less**, and in some cases, as much as 20% less.

That's the best of both worlds, don't you think?

Would next week make sense to discuss their unique value model?

[Contact details]

CLOSING/SIGNATURE

Broker Name

Broker Contact info

Broker Logo