

Ascension
Personalized Care

Licensing Presentation



Ascension

Agent and Agency Appointment Process

Appointment Process



Getting started

- Custom DocuSign links for agents and agencies
- Tracking spreadsheet

Additional tools

- Agent portal
- Book of Business report (BoB)
- Commission statements

Helpful links

Helpful links



Agent support: 844-828-5968

APCAgentSupport@ushealthandlife.com

Customer Service: 833-600-1311

Home page:

ascensionpersonalizedcare.com

Get a quote:

Get matched with health plans based on the members information and needs.

ascensionpersonalizedcare.com/get-a-quote

Find a doctor:

Search our database to see if a doctor, specialist, or site of care is in our network. Search by city and state, zip code, last name, and/or specialty.

ascensionpersonalizedcare.com/find-a-doctor

Make a payment:

Find numerous payment options available to our members.

ascensionpersonalizedcare.com/payment

Chat feature:

Have questions and need to speak with a customer service representative? Click on the “Chat with us” feature in the bottom right corner of each web page.

Member portal:

Members can view claims, benefits, digital ID cards and more with the member portal.

Click the login button in the top right corner.

Member handbook:

A guide to understanding the 2022 healthcare benefits and coverage.

ascensionpersonalizedcare.com/members-home/member-resources/understanding-benefits/member-handbook

Summary of benefits and coverage:

Find specific plan SBC's for Indiana, Kansas and Michigan.

ascensionpersonalizedcare.com/members-home/member-resources/2022-summary-of-benefits-and-coverage

Service areas:

APC continues to grow and expand the states and counties we serve. Visit the service areas page to see all of our current markets.

ascensionpersonalizedcare.com/members-home/member-resources/service-areas

Agents home page:

Find the tools and resources you need to grow your business with APC and US Health and Life Insurance Company.

ascensionpersonalizedcare.com/agents

APC brochure:

View products, services, coverage areas and unique APC benefits.

ascensionpersonalizedcare.com/agents/agent-appointment

Agent and member forms:

View important forms and general resources for agents and members.

ascensionpersonalizedcare.com/agents/agent-and-member-forms

Agent handbook:

Find information about selling APC health insurance plans, becoming appointed with USHL, member benefits and who to contact with questions.

ascensionpersonalizedcare.com/agents/agent-appointment

Unique benefits and marketing strategy

Unique benefits

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 offers a compassionate, personalized approach to behavioral health. At Ascension sites of care, we understand that caring for your mind is just as important as caring for your body. That's why we offer convenient access to online behavioral health care personalized for your client's 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.



Enhanced customer service

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

- High staff to member ratio
- Extensive on-going training
- Each customer service rep has more than 5 years of health industry and call center experience

Ascension insurance navigators

- Local contact with direct connection to our doctors and care teams at Ascension 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
- No referral requirement in the network

Questions?

Visit ascensionpersonalizedcare.com or call 833-600-1311

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



Marketing strategy

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

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



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 2023: Ongoing programmatic member engagement

2023 Maps and Counties

2023 Maps and Counties

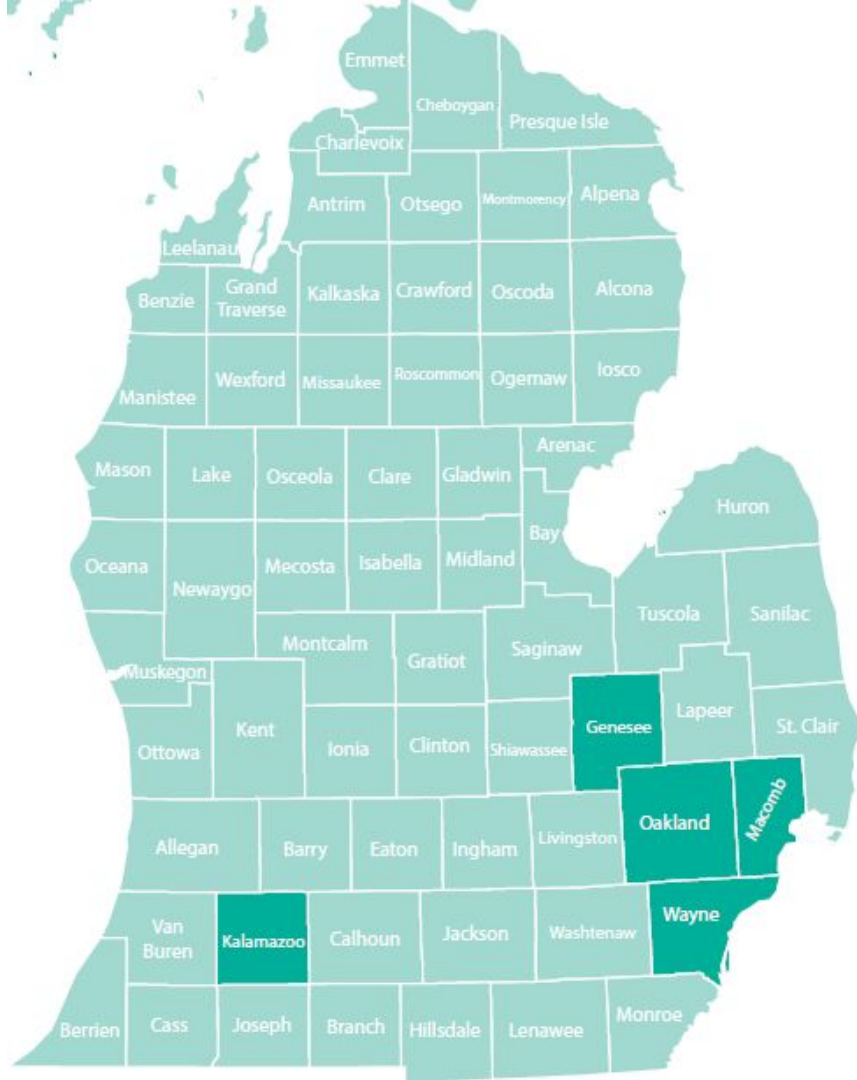
Michigan

Detroit:

- Macomb
- Oakland
- Wayne

New for 2023:

- Genesee
- Kalamazoo



2023 Maps and Counties

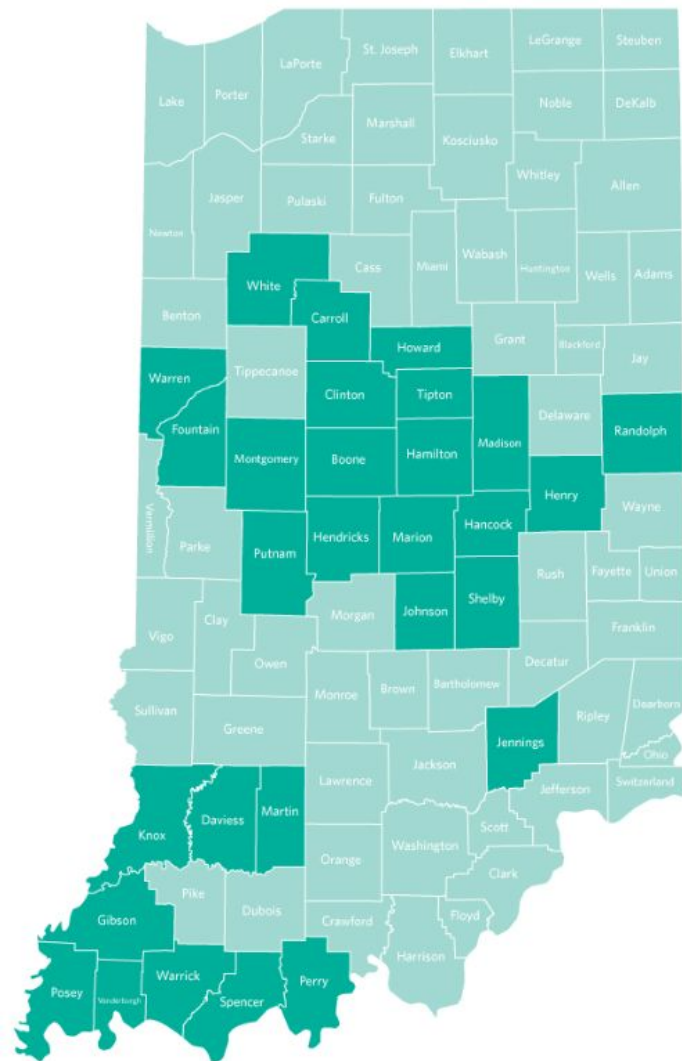
Indiana

Indianapolis:

- Boone
- Carroll
- Clinton
- Fountain
- Hamilton
- Hancock
- Hendricks
- Henry
- Howard
- Johnson
- Madison
- Marion
- Montgomery
- Putnam
- Randolph
- Shelby
- Tipton
- Warren
- White

Evansville:

- Davies
- Gibson
- Jennings
- Knox
- Martin
- Perry
- Posey
- Spencer
- Vanderburgh
- Warrick

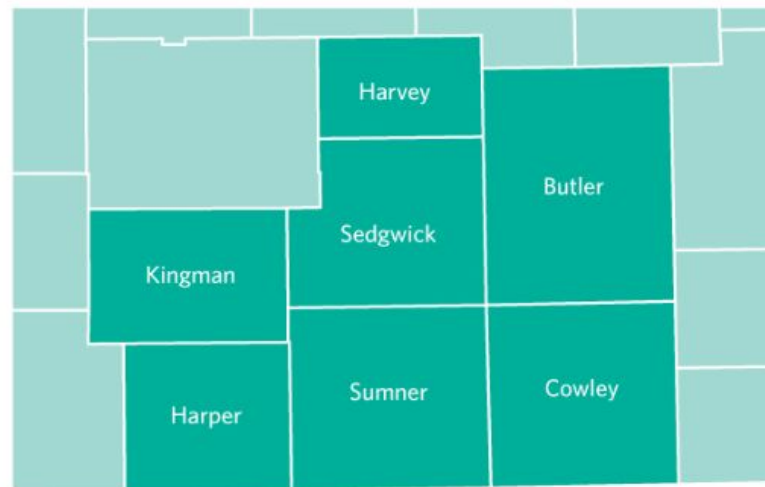


2023 Maps and Counties

Kansas

Wichita:

- Butler
- Cowley
- Harper
- Harvey
- Kingman
- Sedgwick
- Sumner



2023 Maps and Counties

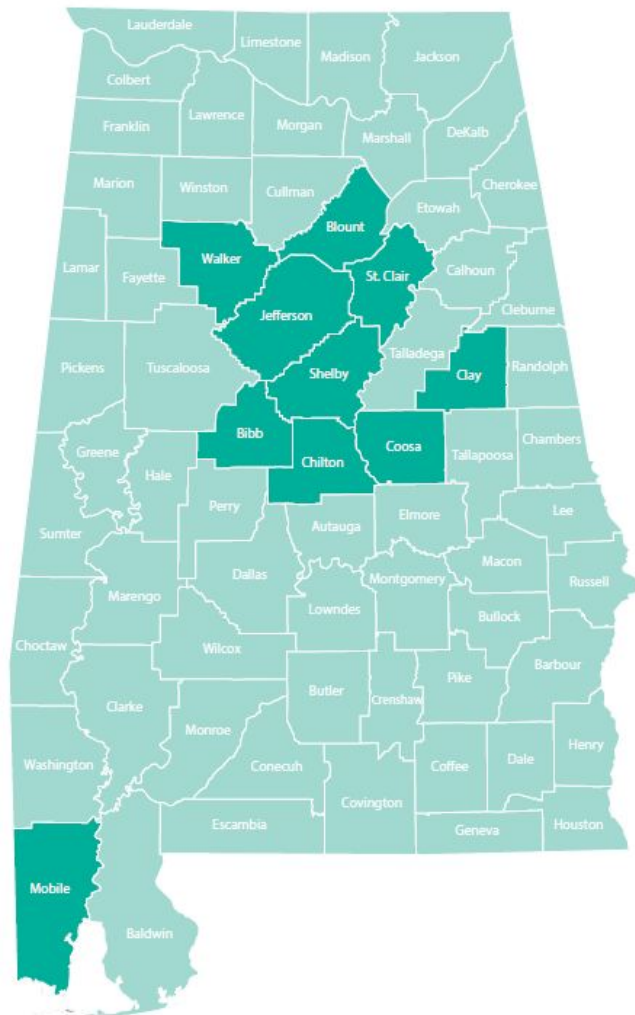
Alabama - New for 2023

Birmingham:

- Bibb
- Blount
- Chilton
- Coosa
- Clay
- Jefferson
- Shelby
- St. Clair
- Walker

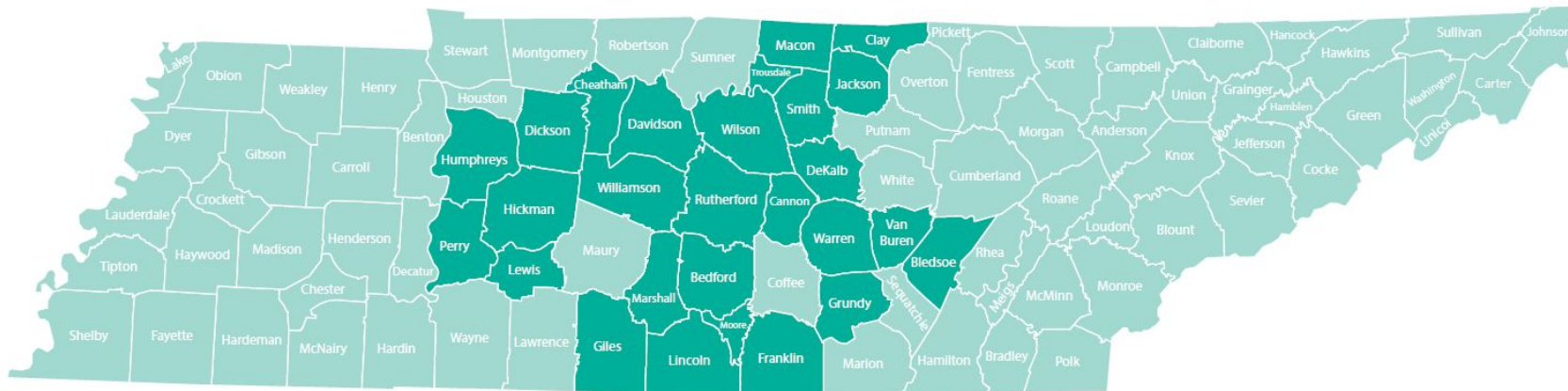
Mobile:

- Mobile



2023 Maps and Counties

Tennessee - New for 2023



Nashville:

- Bedford
- Clay
- Franklin
- Houston
- Lincoln
- Moore
- Trousdale
- Williamson
- Bledsoe
- Davidson
- Giles
- Humphreys
- Macon
- Perry
- Van Buren
- Wilson
- Cannon
- De Kalb
- Grundy
- Jackson
- Marshall
- Rutherford
- Warren
- Cheatham
- Dickson
- Hickman
- Lewis
- Moore
- Smith
- White

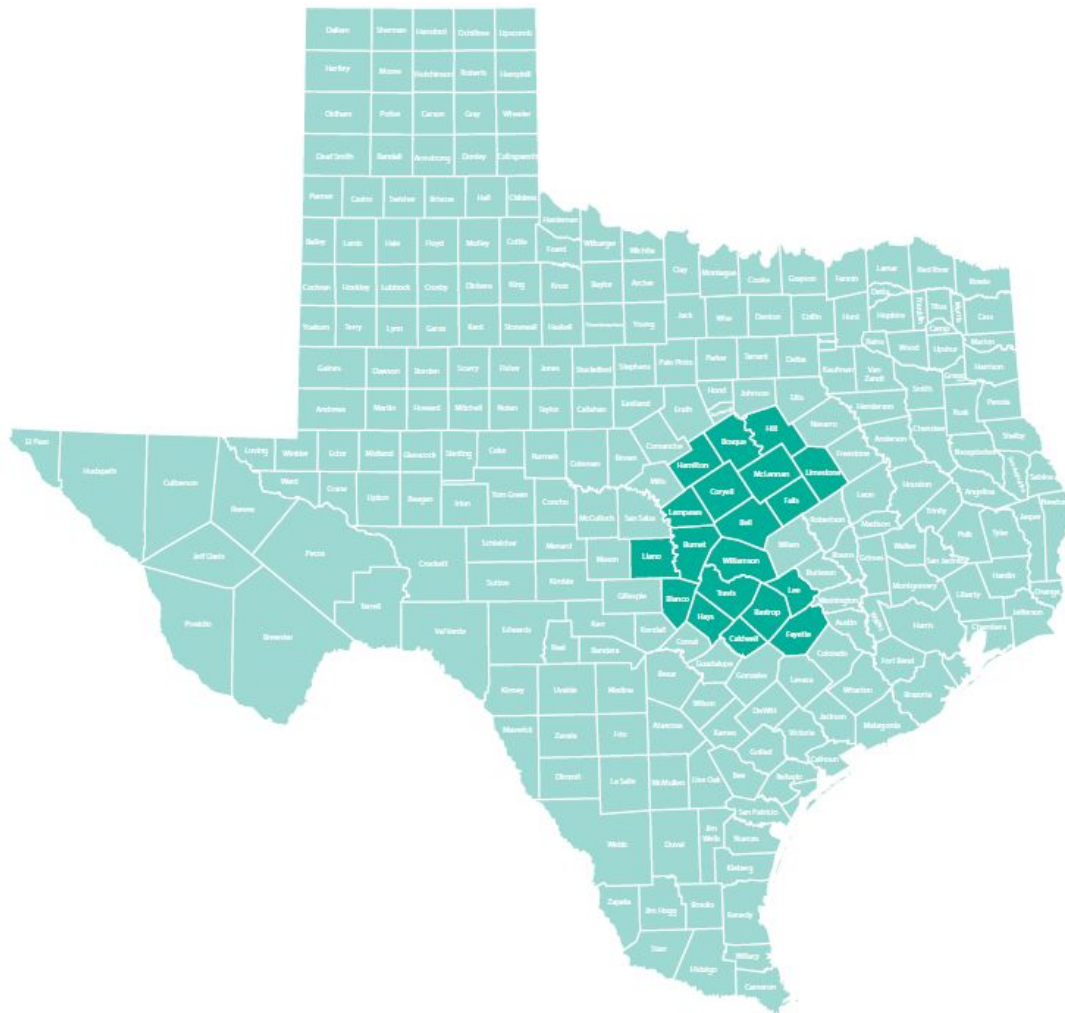
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2023 Maps and Counties

Texas - New for 2023

Austin/Waco:

- Bastrop
- Bell
- Blanco
- Bosque
- Burnet
- Caldwell
- Coryell
- Falls
- Fayette
- Hamilton
- Hays
- Hill
- Lampasas
- Lee
- Limestone
- Llano
- McLennan
- Travis
- Williamson



2023 Plan Comparison

2023 Plan Comparison

Bronze plans

		Deductible in-network	Out-of-pocket maximum	Coinsurance	Virtual primary care provider visit	Virtual speciality care provider visit	Virtual urgent care	Primary care provider visit	Specialist visit	Emergency room visit	Generic prescription drug coverage
Bronze	Balanced Bronze 1	\$8,000	\$9,100	50%	\$25*	\$50*	\$64*	\$50*	\$100*	50% coinsurance after deductible	\$20*
	Balanced Bronze 2	\$9,100	\$9,100	0%	\$10*	\$20*	\$30*	\$25*	No charge after deductible	No charge after deductible	\$15*
	No Deductible Bronze	\$0 / \$5,000 Rx	\$9,100	50%	\$25*	\$50*	\$64*	\$50*	\$100*	\$1,000*	\$30*
	Standard Expanded Bronze	\$7,500	\$9,000	50%	\$25*	\$50*	\$64*	\$50*	\$100*	50%	\$25*

2023 Plan Comparison

Silver plans

		Deductible in-network	Out-of-pocket maximum	Coinsurance	Virtual primary care provider visit	Virtual speciality care provider visit	Virtual urgent care	Primary care provider visit	Specialist visit	Emergency room visit	Generic prescription drug coverage
Silver	Low Premium Silver	\$4,000	\$8,900	50%	\$20*	\$40*	\$60*	\$40*	\$80*	50% coinsurance after deductible	\$25*
	Balanced Silver	\$5,400	\$5,400	0%	No charge after deductible	No charge after deductible	No charge after deductible	No charge after deductible	No charge after deductible	No charge after deductible	No charge after deductible
	No Deductible Silver	\$0	\$9,100	40%	\$15*	\$30*	\$45*	\$30*	\$60*	\$1,000*	\$25*
	Standard Silver	\$5,800	\$8,900	40%	\$20*	\$40*	\$60*	\$40*	\$80*	40% coinsurance after deductible	\$20*
	Low Premium Silver 73	\$3,500	\$7,250	50%	\$10*	\$20*	\$25*	\$30*	\$60*	50% coinsurance after deductible	\$25*
	Balanced Silver 73	\$4,200	\$8,400	0%	No charge after deductible	No charge after deductible	No charge after deductible	No charge after deductible	No charge after deductible	No charge after deductible	No charge after deductible
	No Deductible Silver 73	\$0	\$7,250	40%	\$10*	\$25*	\$50*	\$30*	\$60*	\$1,000*	\$25*
	Standard Silver 73	\$5,700	\$7,200	40%	\$15*	\$30*	\$45*	\$30*	\$60*	40% coinsurance after deductible	\$20*
	Low Premium Silver 87	\$1,000	\$2,100	40%	\$5*	\$10*	\$20*	\$10*	\$20*	40% coinsurance after deductible	\$20*
	Balanced Silver 87	\$1,500	\$3,000	0%	No charge after deductible	No charge after deductible	No charge after deductible	No charge after deductible	No charge after deductible	No charge after deductible	No charge after deductible
	No Deductible Silver 87	\$0	\$1,800	40%	\$10*	\$25*	\$50*	\$25*	\$50*	\$1,000*	\$25*
	Standard Silver 87	\$800	\$3,000	30%	\$10*	\$20*	\$30*	\$20*	\$40*	30% coinsurance after deductible	\$10*
	Low Premium Silver 94	\$0	\$1,200	20%	No charge	\$5*	\$10*	No charge	\$10*	20% coinsurance after deductible	\$10*
	Balanced Silver 94	\$500	\$1,000	0%	No charge after deductible	No charge after deductible	No charge after deductible	No charge after deductible	No charge after deductible	No charge after deductible	No charge after deductible
	No Deductible Silver 94	\$0	\$550	40%	\$10*	\$25*	\$50*	\$25*	\$50*	\$550*	\$25*
	Standard Silver 94	\$0	\$1,700	25%	No charge	\$5*	\$5*	No charge	\$10*	25% coinsurance after deductible	\$0*

2023 Plan Comparison

Gold plans

		Deductible in-network	Out-of-pocket maximum	Coinsurance	Virtual primary care provider visit	Virtual speciality care provider visit	Virtual urgent care	Primary care provider visit	Specialist visit	Emergency room visit	Generic prescription drug coverage
Gold	Standard Gold	\$2,000	\$8,700	25%	\$15*	\$30*	\$60*	\$30*	\$60*	25% coinsurance after deductible	\$15*