

EXECUTIVE SUMMARY

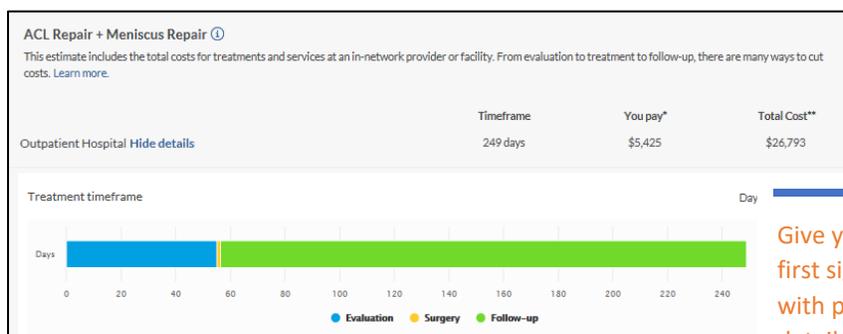
At Company, we're laser-focused on guiding health plan members to smart, confident and cost-saving choices. Since 2011, we have supported your provider directory. We know Client Name, and we're excited about continuing our partnership, as well as the opportunity to expand our partnership and deliver a consumer-focused, intuitive and integrated experience to help your members find the highest-quality, lowest-cost providers, services, medications and more.

Consumers are more empowered and expect more from their health care experiences. They want more control over their health care journey, personalized experiences based on their plan benefits and deductibles, and easily digestible information—available all in one place. Our industry-recognized solutions help your members feel more in control. It also ensures they feel like you're there to help them along the way, since the entire experience is delivered under your brand.

Deliver Integrated, Intuitive Member Experiences

Our cloud-based software solutions are transforming the way people interact with the health care system—turning passive patients into empowered consumers. It all starts with migrating you to our ProductName platform. Our patent-pending search algorithm ensures intuitive, accurate and impactful search experiences for your members—so they find the information they need, quickly and easily.

- 🔍 Deliver provider and facility information by name, specialty, condition or treatment and offer details—including demographics, cost and quality information, and patient reviews.
- 🔍 Present contextual cost estimates at the level consumers are researching—treatment, encounter and service—that reflect a member's plan and benefits status.
- 🔍 Guide members and notify them of cost-saving opportunities, from in-network indicators to savings alerts, to suggestions for emergency room alternatives, such as telehealth.
- 🔍 Provide members the big picture—from the first sign of a medical need through recovery—with pricing, timelines and personalized details for hundreds of medical conditions.
- 🔍 Create engaging and differentiated member experiences by using Company APIs to deliver members the right information when and where they need it in their health care journey—from native mobile apps to innovative new systems.



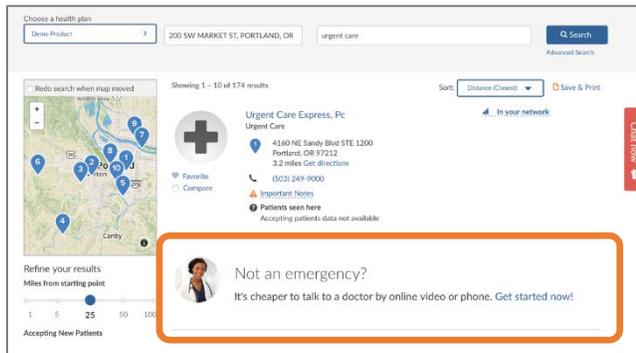
Give your members the big picture—from the first sign of a medical need through recovery—with pricing, **timelines** and personalized details for hundreds of medical conditions.

Engage Partners in Cost-Savings and Member Success

You've invested a lot in your provider partners. With ProductName, you will be able to highlight providers in search results, and guide members to partners that support quality and business goals. Engage providers to help improve your members' experiences by giving them access to a member's plan-based details so as they provide referrals and guide care, they help your members find quality, cost-saving and in-network providers. You can even use Company APIs to deliver the right information to providers through your portal.

Seamlessly Engage Members and Add Value

Health care can be confusing. Sometimes, people need a little extra help making smarter choices. Drive increased engagement and guide members to make better decisions with Company engagement solutions. Built to seamlessly integrate with the ProductName platform, they leverage the functionality of search and cost capabilities. From rewarding cost-saving choices to helping inform members about telehealth opportunities with MDLive (a Company partner), these tools and programs are designed to drive increased engagement and tangible business results. As part of your ProductName experience, you'll have access to engagement and marketing toolkits so you maintain and grow your member and employer relationships, with communications through your channels, programs and brands.



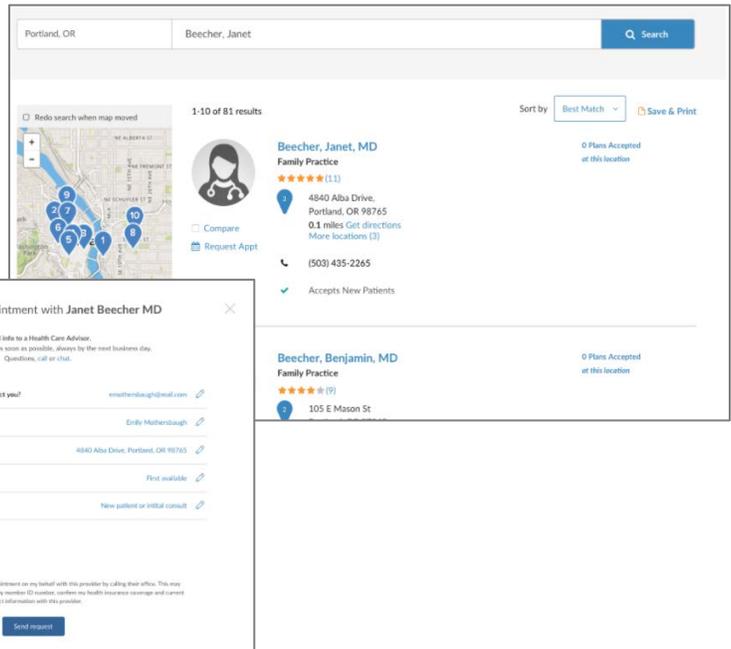
Increase utilization in **telehealth** services by embedding in-line alerts in the provider search results page and allowing members to access telehealth right from provider search results or profile pages.

Why Company?

- 🔍 Experience—Company was born from a health plan, so we understand the data, compliance and the changing world of employer and member engagement. With more than 70 health plan clients, including more than 35 community/regional-based plans, we have the experience to turn your member portal into the go-to destination for health care know-how.
- 🔍 Expertise—We are people-focused. With a dedicated consumer experience team led by a Psy.D., we conduct continuous user experience research and testing, enabling us to make consumer-driven enhancements more frequently than other vendors.
- 🔍 Insights—We have a team dedicated to leveraging quantitative and qualitative data to drive product enhancements. We'll help you find opportunities to better target and engage your members. And, we use real-time feedback and insights from millions of users to develop new ways to help your member experience be easy to navigate, encourage repeat use and drive more value.

Engagement—In addition to a proven provider search platform and cost estimation tools, we also offer enhanced services to help lower the overall cost of care, improve experiences and help improve outcomes. Drive greater member engagement and satisfaction with rewards and incentives, Rx transparency, telehealth and HSA integration, online appointment scheduling and notifications to guide members to smarter choices.

Schedule an **appointment** with a doctor from the provider search results page or directly from the provider profile page.



Thank you for this opportunity. At Company, we're passionate about helping consumers navigate health care. We are pleased to offer the ProductName platform, and our additional engagement solutions, to help you achieve your business goals. We look forward to the opportunity to work with you to create smarter, happier and healthier Client Name members.

Sincerely,
CEO & President