

# TRANSCARENT BRAND STRUCTURE

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**DRAFT**

*April 2021*

## BRAND ARCHITECTURE —



### **BRAND HIERARCHY/ECOSYSTEM**

Parent Company

Mobile App

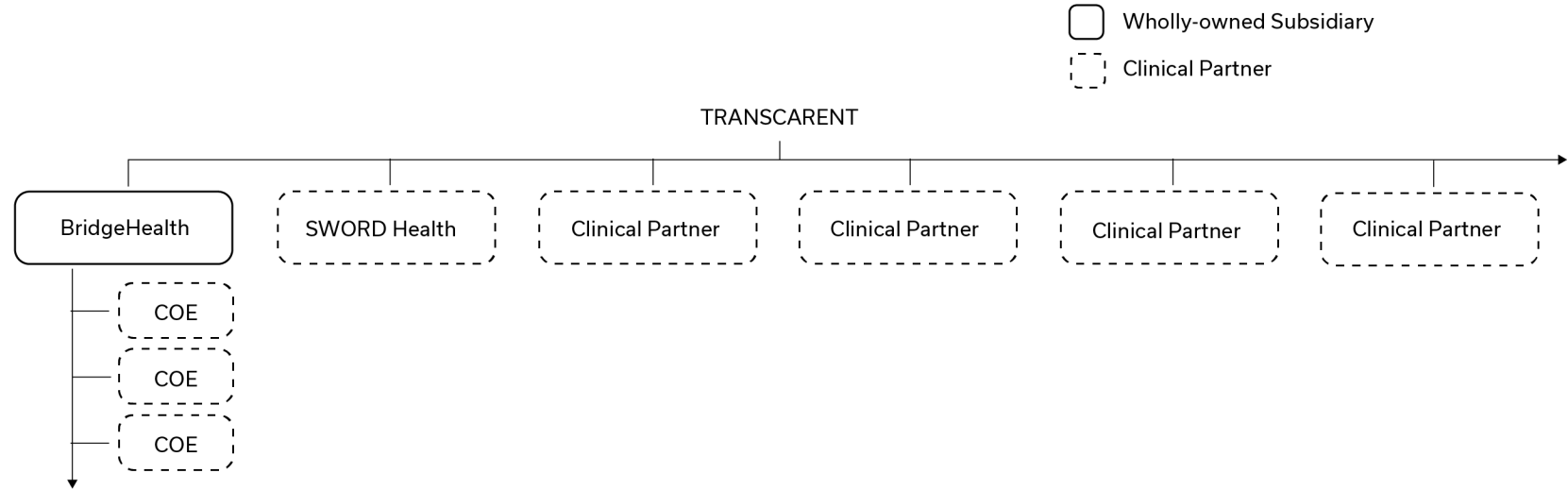
Wholly-owned Subsidiaries

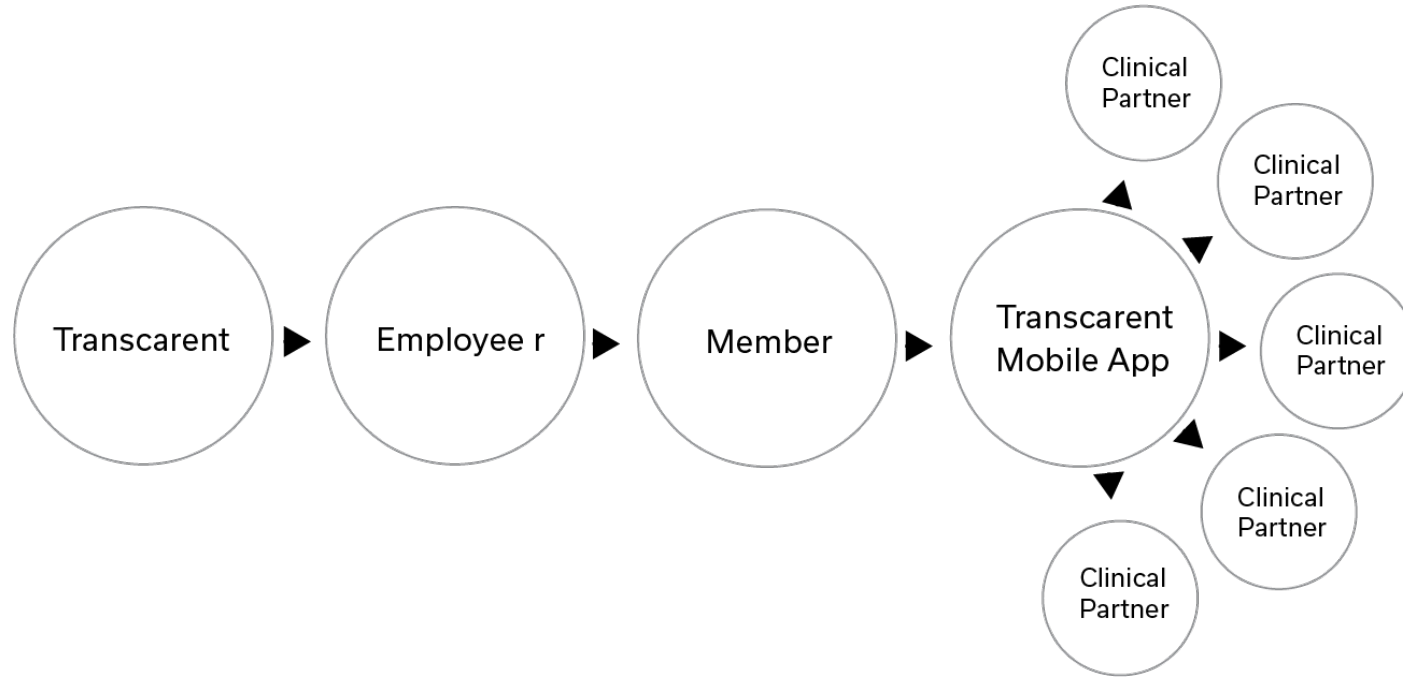
Clinical Partners

Centers of Excellence

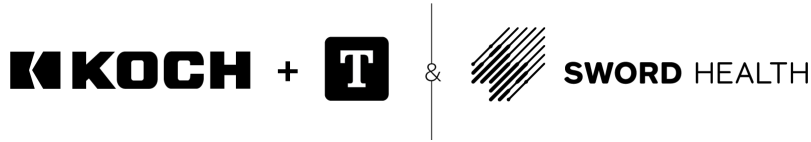
Member Organizations (Employers/Unions)

CORPORATE ORGANIZATION —




**COMMUNICATION CHAIN —**

# LOGO LOCKUPS —



## LANGUAGE —



Your Transcarent Health and Care Partner  
Transcarent Health and Care Experience  
Health and Care by Transcarent  
Transcarent Health and Care Community  
Transcarent Clinical Partner  
Transcarent Delivered by way of Transcarent

## LABELS —



Surgery Concierge

Home Therapy

Expert Opinion

Symptom Checker



**Transcarent**

SURGERY CONCIERGE

SURGERY CONCIERGE



Your Transcarent Health and Care Partner

LABELS —





TRANSCARENT **PRODUCT NAMING**

**T** Transcarent

**T** + SURGERY CONCIERGE



**VALUE PROP**  
Personal Care Coordinators put members at ease by answering questions, handling logistics and managing the process every step of the way. BridgeHealth pairs members with an accredited, top-rated provider specific to their procedure which is why members have 80% less post-surgical complications.\* Better care and an better experience all for less cost, in fact, an independent analysis found that employers saved an average of 50% and most members pay no out-of-pocket expenses.

**T** + PHYSICAL THERAPY



**VALUE PROP**  
A better way to treat musculoskeletal pain. We match every member with a Doctor of Physical Therapy who is there with them from start to finish, so they can take control of their pain, for good. The only clinical-grade digital solution proven to outperform in-person care. Our clinically-validated programs work for all the major MSK issues, at any point in the journey: prevention, acute conditions, chronic pain and post-surgical recovery.

**T** + SYMPTOM CHECKER



**VALUE PROP**  
Through a combination of powerful algorithms and experienced doctors, an easier way to pre-diagnose, triage, and direct patients to appropriate medical services.

**T** + PROVIDER GUIDE



**VALUE PROP**  
Make every healthcare decision convenient, high-quality, and cost-effective, with an API layer for accurate data on doctors, insurance plans, and costs & quality of care.

**T** + EXPERT OPINION



**VALUE PROP**  
Clinical advocacy, decision support and expert second opinions that support members throughout their healthcare journey with intelligent healthcare guidance: compassionate, high-touch support; evidence-based information and resources; and deep clinical expertise.

**T** + PROVIDER RATING



**VALUE PROP**  
Clinically-relevant insight into the quality and efficiency of care delivery - full transparency and granular detail on performance scores so members feel confident about making a decision.

**T** + DATA ANALYTICS



**VALUE PROP**  
Predict, model, and forecast actionable insights regarding bundling and risk, care management, care delivery, and performance - value-based care data that improves performance, efficiency, and quality.

**T** + PHARMACY



**VALUE PROP**  
Proactive, personalized prescription guidance for the best pharmacy benefit experience at the lowest cost. Members can easily switch their current medications to an in-network home delivery service with just a few clicks. Free shipping. No new trips to the doctor. It's as easy as that.

**T** + HEALTH GUIDE



**VALUE PROP**  
Unbiased, up-to-date health education and applications that inspire, engage, and activate people in today's world. Health education within the clinician workflow for better outcomes and higher patient satisfaction—backed by a support team that helps you grow.

**T** + TELEHEALTH



**VALUE PROP**  
Seamless, integrated care - multi-specialty doctors cover a range of low- to high-acuity needs - questions about an existing condition, a medication or needs immediate help with a behavioral health concern, it's all covered by licensed live doctors.

**T** + HOME CARE



**VALUE PROP**  
Schedule a visit and our medical team arrives within a few hours, ready to treat your illness or injury in the privacy and comfort of your home. We send two medical professionals, including a Physician Assistant or Nurse Practitioner along with a DispatchHealth Medical Technician. A physician trained in emergency medicine is also available at all times via phone.