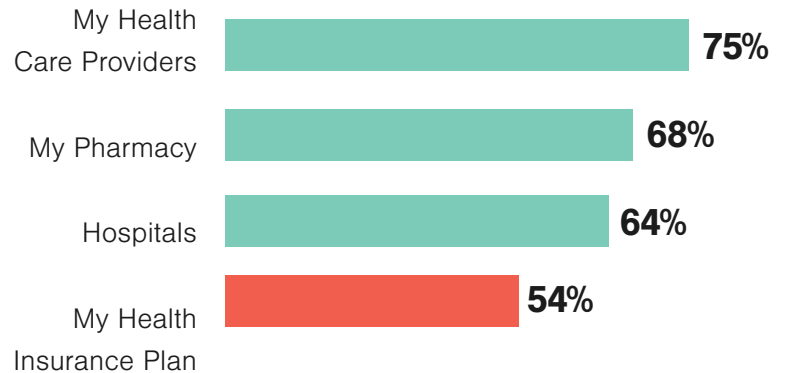


THE PROBLEM

Health insurance as a category has an inherent trust issue with consumers viewing health insurance brands with much less trust than providers or pharmacies. Some would go as far as to say consumers view health insurance as 'a villain of health care.'

Overall Consumer Satisfaction & Trust

Who do you trust?

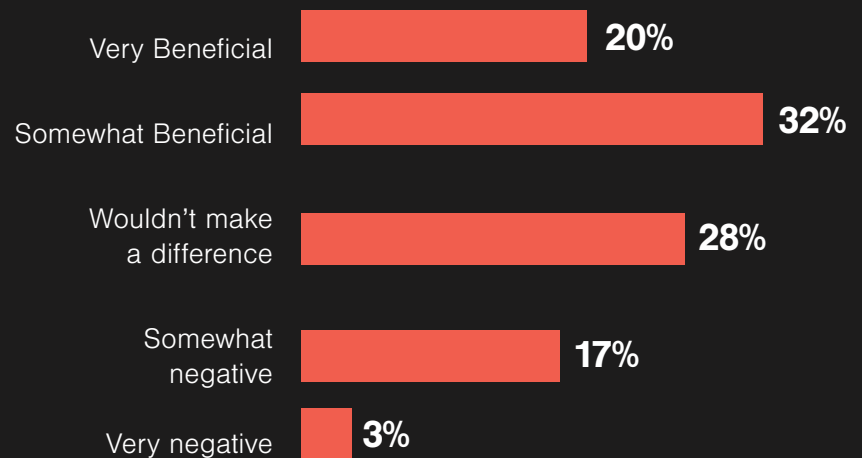


THE FACTS

Over half of health plan consumers expect a health system sponsored plan to be beneficial to them. And consumers expect provider-sponsored plans to have better communication, accountability and responsiveness.

How Consumers Think About Provider-Sponsored Coverage

Would You Expect Insurance from a Health System to be...



THE SOLVE

The powerful combination of health system brand linkage and trust-based brand development for health plans offers a leverage point to steal share from the national and regional plans.

LEARN MORE

To learn more, visit campaigns.bvk.com/healthplans ►