



Brand Standard Guide





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Brand Messaging



At Convey Health Solutions, we exist to improve the relationship between your health plan and your members through purpose-built technology and service solutions that drive compliance, reduce costs, and help to lead your organization toward improved results.

Internal Brand Positioning

- **Target Audience**

Government-Sponsored Health Plans, including PBMs when acting as a plan sponsor (primarily Medicare, EGWP, PDP).

- **Secondary Audiences**

Pharmacy Benefit Managers (commercial, claims, etc.) and Retail and Specialty Pharmacies.

- **Audience Needs**

Technology and service solutions that cost-efficiently manage the relationship between health plans and members while supporting regulatory compliance.



Mission

To drive health plan growth and member engagement by leveraging proprietary technology and processes.

Vision

Empowering health plans to excel through technology, service, and advisory expertise.

Values

- **INTEGRITY FIRST**

We have obligations to fulfill, and do the right thing. We stand behind our work.

- **INSPIRED TEAMWORK**

We are efficient, effective. We are compassionate, authentic. Together we get it done.

- **COMPLIANCE MATTERS**

We play by, and respect the rules ... period.

Differentiators

At Convey Health Solutions, we comprehensively meet government-sponsored health plan member management challenges by:

- Producing valuable member experience through technology and services that cost-efficiently handles all aspects of member management.
- Enabling government-sponsored health plans to focus on their business strategies – instead of member management.
- Purposely built a core administrative platform that is designed to meet complex government-sponsored health plan needs.
- Ensuring that government-sponsored health plans don't need to worry about falling out of step with regulatory requirements, as compliance is part of our DNA, not an after-thought or add-on.
- Streamlining comprehensive member management needs, making it possible to increase efficiency by using one solution instead of several disparate, disconnected systems.



Brand Foundation



Value Propositions

- Ensure compliance with government regulations by continually updating technology and services to meet evolving requirements.
- Offer one system to address member management needs, making it possible to streamline operations, which result in time, cost and labor savings for health plans.
- Our modular approach to technology and services empowers health plans to adopt our solutions in the way that best aligns with their business strategy.
- Simplify member to health plan interactions to produce an engaging and superior member experience.
- Improve communication between health plans and members in an effort to enhance the overall experience.
- Enhance member satisfaction by providing more efficient and more accurate member management services.
- Improve health outcomes by providing the member management that leads to greater engagement.

Boilerplate

About Convey Health Solutions | Convey Health Solutions is a specialized healthcare technology and services company that is committed to providing clients with healthcare-specific, compliant member support solutions utilizing technology, engagement, and analytics. The Company's administrative solutions for government sponsored health plans help to optimize member interactions, ensure compliance, and support end-to-end Medicare processes. By combining its best-in-class, built-for-purpose technology platforms with dedicated and flexible business process solutions, Convey Health Solutions creates better business results and better healthcare consumer experiences on behalf of business customers and partners. The Company's clients include some of the nation's leading health insurance plans and pharmacy benefit management firms. Convey's healthcare-focused teams help millions of Americans navigate the complex Medicare Advantage and Part D landscape. To learn more, please visit www.ConveyHealthSolutions.com.



Elevator Pitch

At Convey, we focus on building the very specific technologies and services that meet the needs of government-sponsored health plans. We have developed a deep knowledge of what it takes to effectively and cost-efficiently manage all administrative needs. Our unparalleled understanding of the constantly changing regulatory requirements means that health plans never have to worry about being out of compliance. Indeed, compliance is a part of our DNA. As such, government health plans can:

- Focus on core business functions
- Continue to serve members without worrying about the costly business disruptions associated with failing to comply with government regulations
- Cost-effectively serve members through comprehensive, integrated solutions
- Automate and streamline historically manual or complicated processes





Key Messages



Technology

- Uniquely and specifically designed to handle all member management functions for government health plans; other technologies are built for commercial plans and often fail to meet the specific requirements of government health plan regulations.
- One solution to administer a complete member management program making it more efficient and cost effective than using multiple solutions.
- Built with compliance as a goal, which, therefore, reduces the risk of having to participate in costly and time-consuming audits.
- Ability to adapt to a changing regulatory environment capable of responding to the introduction of numerous, new Medicare regulations annually.
- Meets all administrative challenges, enabling plans to focus on core competencies and value-added services.
- A modular approach to technology empowering health plans to adopt our solutions in the way that best aligns with their business strategy.
- Technology solutions are built to deliver and adapt to ever-changing program needs.

Services

- Strong in-house knowledge of government-sponsored health plans and regulatory environment.
- Enables health plans to focus on core competencies.
- Experienced professionals capable of expertly handling large-scale health insurance processes for our business clients from eligibility and enrollment processing to service, premium billing and payment processing, reconciliation and other related services.
- Services eliminate the need to hire, train and manage a workforce.



Supplemental Benefits Programs

- Eliminates the administrative burden associated with offering an OTC benefits program.
- Provide all administrative OTC functions from product procurement and distribution, to OTC catalog development, and comprehensive quality assurance.
- Ensure compliance as our technology offers a variety of reporting and analytics capabilities.
- Evolve with industry changes, as our software solution is highly flexible and can be easily adjusted in response to changes in CMS regulations.
- Brings a team of experienced OTC experts to design, implement, and manage a complete OTC program.
- Leverage star program incentive dollars to gain a competitive advantage and improve member health through an OTC benefit program.

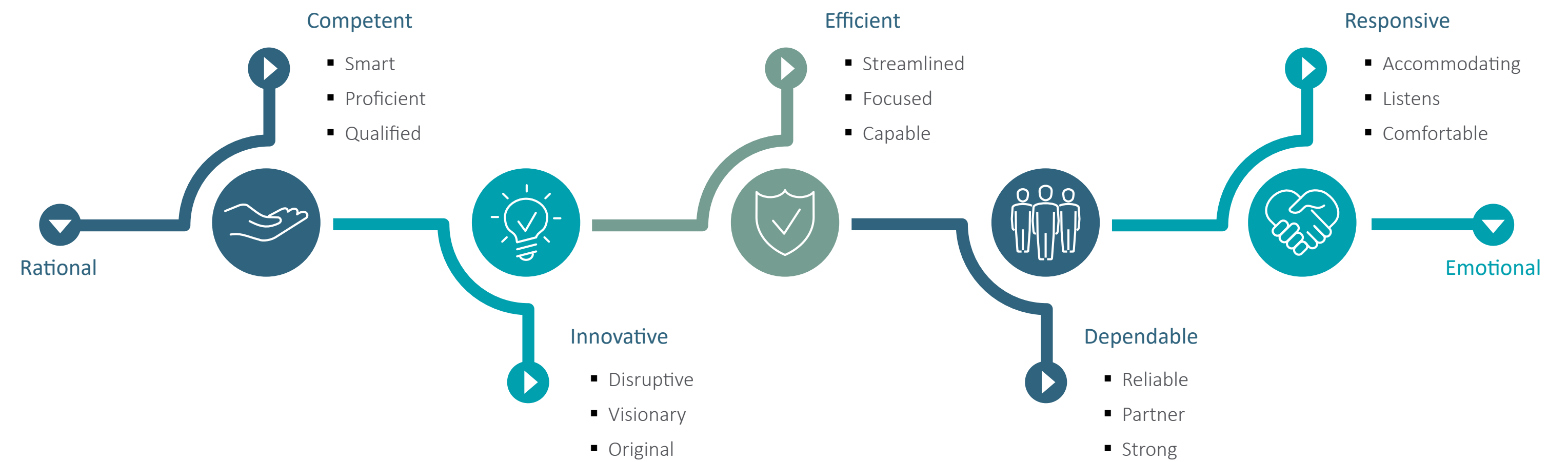


Brand Voice



What You Say, and How You Say It, Matters.

Leverage the brand voice characteristics to create consistent, brand-aligned, properly positioned content. These characteristics will allow you to message in a way that supports Convey's core values and personality.





Editorial Style



Providing our clients, prospects, and our own team members with information in words that resonate with them is important to supporting the brand image.

Content Development Framework

Consider these key questions when developing any type of content.

- **Who is the audience?**

Identify which of our audiences you're addressing: Government Health Plans, Employees, Investors, Media, Members.

- **What is the topic?**

Review the messaging architecture for your specific audience to help focus your content. Which messages are most appropriate for what you're writing?

- **Why is it important?**

Use relevant facts to support your message, and show your audience why they should believe.

- **How do I say it?**

Review the brand voice section to make sure you keep our key categories in mind: Competent, Innovative, Efficient, Dependable, Responsive.

Our writing should be guided by three high-level thoughts: clear, collective and confident.

- **Clear**

Make easy-to-understand points with succinct, straightforward, jargon-free language.

- **Collective**

Use a collective "we" voice that includes the reader in our communications.

- **Confident**

Highlight the positives and the possibilities found in every topic we address.



Writing Guidelines

- **Use “active voice”**

We are a dynamic group of people. An active voice ensures we sound like we’re people who get things done.

- **Say more with fewer words**

Keep it simple. Embrace a frugal approach to words, without sacrificing our conversational tone or the idea.

- **Ask questions**

Vary the rhythm of your writing with questions. That helps engage the reader and keep things moving.

- **Use short sentences**

Create an interesting rhythm by mixing short sentences with longer sentences to keep the audience’s interest.

- **Speak in the first person**

Instead of saying “Convey Health Solutions”, say “We”. It helps align us with our readers.

- Exceptions exist when creating content in a journalistic style- such as press releases, media reporting, etc.- where the voice is more neutral and descriptive.

- **Avoid “marketingese”**

Keep it simple. Write as if you are speaking.

- **Say what you mean to say**

Don’t assume people understand your internal line of thoughts; ensure you have selected the things you want to say.



At Convey, we generally follow the guiding principles of the Associated Press (AP) Stylebook with its focus on consistency, clarity, accuracy, and brevity. The AP Stylebook is the most commonly used reference source for journalists; news organizations have utilized this for decades to maintain a writing style that is easy to read and concise. With some exceptions, which the full editorial style guide outlines, Convey has adopted the AP Stylebook's standards for writing style, word usage, spelling, grammar, and punctuation. We believe this allows us to present information related to Convey in a professional and authoritative manner.

Contained Within the Editorial Style Guide:

- Convey Brand Messaging
- Convey Writing Guidelines
- Convey Locations & Divisions
- Convey Leadership & Titles
- Healthcare & Business Jargon (Including Frequently Used Acronyms)
- Common Words & Styles (Capitalization, Punctuation, etc.)
- Writing for the Web
- Sourcing Citations
- Resources

[Download the full editorial style guide](#)



Visual Identity

Institutional Typography



Convey Fonts

▪ Avant Garde

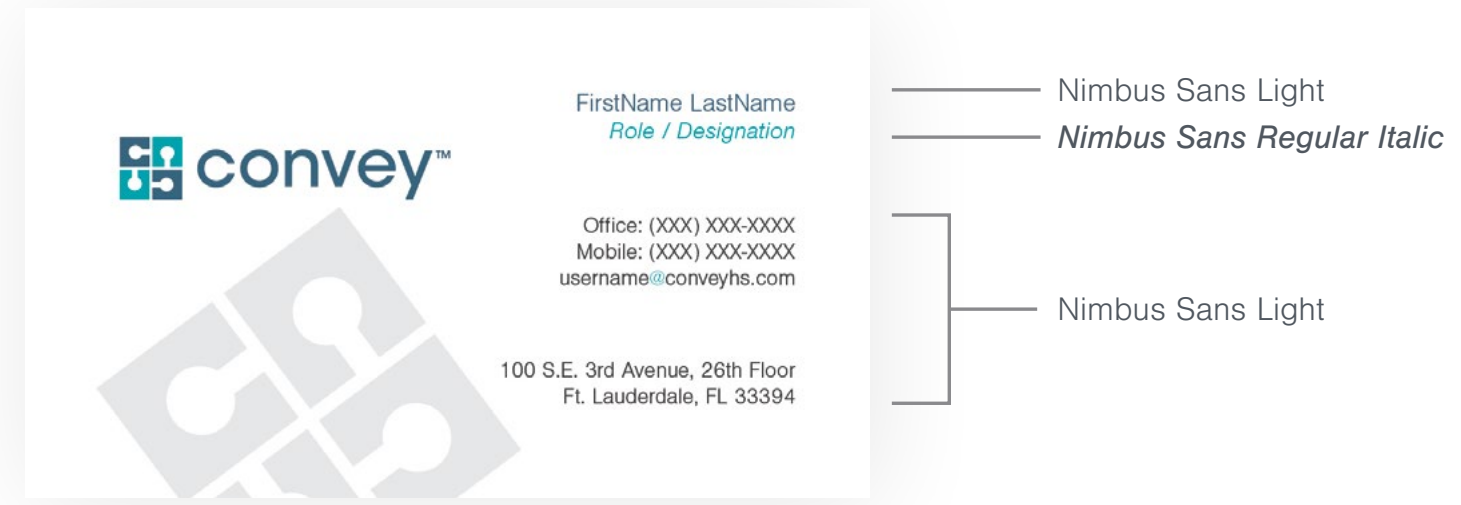
Avant Garde Bold should be used for all headers. Subheaders can be Avant Garde Bold or Regular. Avant Garde Regular and Italics can be used for callouts.

▪ Calibri

All body copy should be Calibri Light. All body copy is Dark Gray, (Cool Gray 11) or white. Minimum type size is 8 point.

▪ Nimbus Sans - Business Cards Only

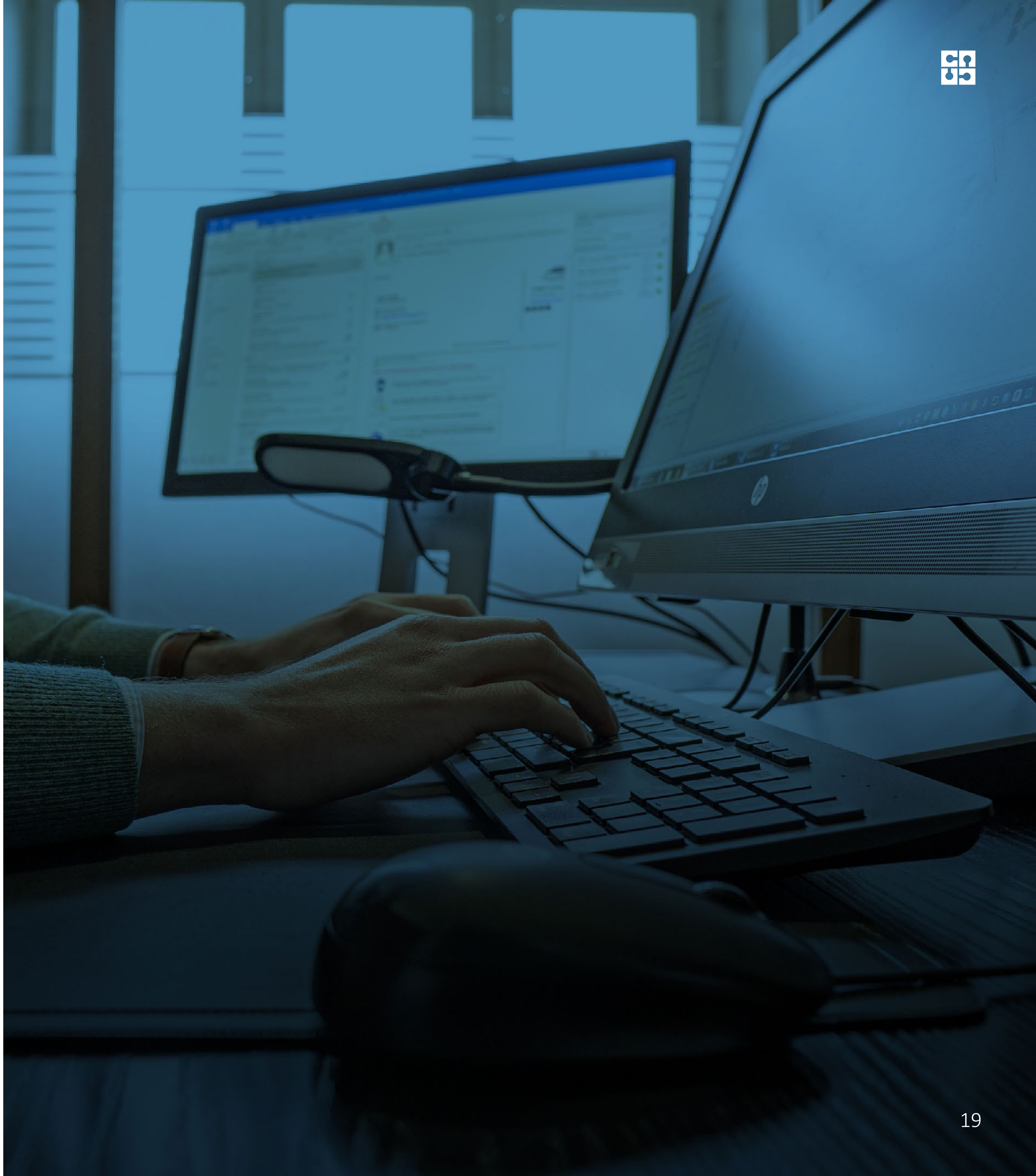
The Nimbus Sans font family is used exclusively for business cards.



▪ Open Sans - For Web Use Only

Open Sans is used for all copy on the website, including headers, subheaders and callouts.

If Avant Garde font is unavailable, use Calibri across all text.





Text Hierarchy

This is the H1 Headline

This is an H2 headline

This is an H3 headline

This a paragraph block. You can add a substantial amount of information here. Tur as incienis ma consecae. Ut aliquas eos eum vollenis ut porisimus, niet et fuga. Tem fugit esendebisquo es nat quias dolore nonsectem aditem reperspe verro beat ant facea estrum et vel is sequo doloribus. Ectatur, inum lita volo qui nonsequis dio dolupti onecusamus, vent.

Lamuscidit fuga. Itaquam, soluptaqui ne venimus siminve llendip iendersperum faccab ipit idignis dusda que porae nullectem exceseq uatiorem volupti onseque explam facieniet fugit qui ini inctatur aruntota solum ut et alita quia pro magnate ent ullatur apitiis delibus

Use Avant Garde Gothic font family for all headlines and subheadings.

H1 Headline should be the largest text, bold and in title case. Highlight strong impact words using Convey Teal.

H2 Headline should at least be 50% smaller than the H1 headline, font weight should be book, and in sentence case. Use Convey Blue or Convey Teal as font color.

H3 Headline should at least be 50% smaller than the H2 headline, font weight should be book, and in sentence case. Use Convey Blue as font color.

Use Calibri Light font for all paragraph and body copy.

Paragraph text should at least be 25% smaller than the H3 headline, font weight should be light, and in sentence case. Minimum font size is 11pt. Use white or gray as font color.

Make sure the way elements are sized and scaled are relative to each other and **reflects their importance**. There should also be **ample breathing space** between the paragraphs and headlines.



Visual Identity

Convey Logo



✓ Correct usage of Convey logo



✗ Incorrect usage of Convey logo



Convey Logo Guidelines

The Convey logo must be used consistently in the proper, approved form. The preferred use of the primary logo is on a white background. It can be placed over a background color or photo but must be reversed out or legible. Do not alter the logo in any way. Do not animate, color, rotate, skew, or apply effects to the logo. Never attempt to create the logo yourself, change the font, or alter the size or proportions. If imagery is too dark, boost the shadows/highlights and levels.

Convey Health Solutions Name-only Requirements

The Convey Health Solutions name, when used in narrative text or included in a list, must be spelled out with spaces between each word. Convey may also be used in place of the full name. The proper naming is either Convey or Convey Health Solutions. Do not use Convey Health, Convey HS, CHS, or other abbreviations.



Colors Used in Logo

The primary logo colors are blue, PMS 7699 and teal, PMS 7467. Black, white, or gray (60% black) may be used for appropriate purposes.

Cube Symbol Use

The Convey cube is used for design purposes to enhance layouts, word, and powerpoint templates as part of the Convey brand. Do not alter the cube in any way by cropping or separating.

When using the Convey cube as an overlay on a background, it should be at an angle and roughly 20%- 30% transparent.



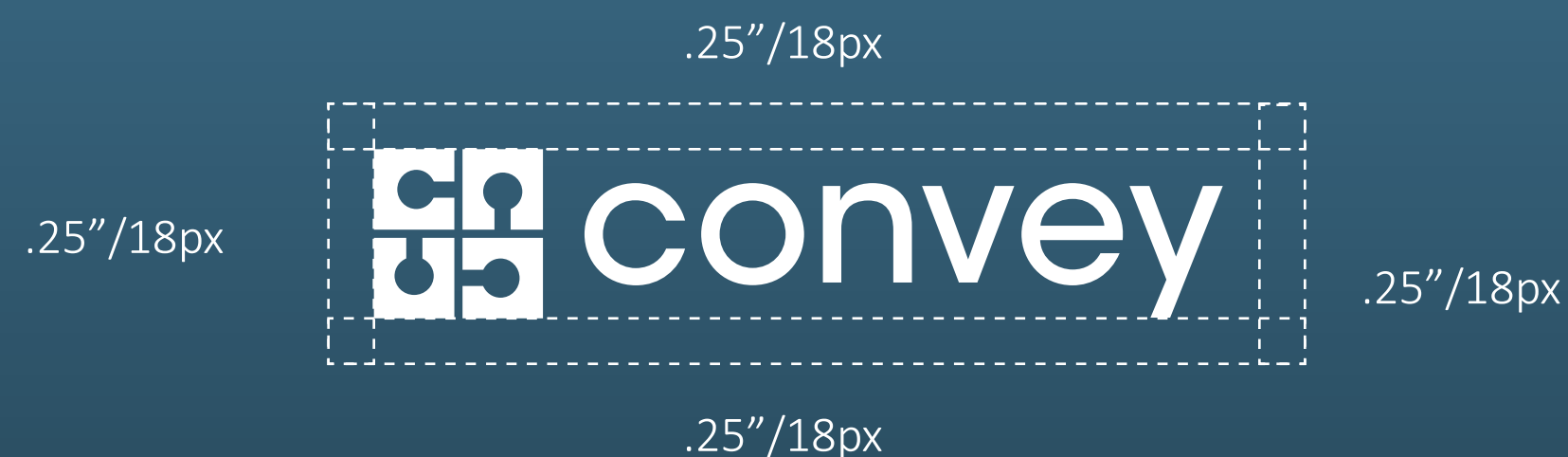
Clear Space

Clear space is to ensure that our logo maximizes its visibility and impact. The space around the four sides of the logo should always be a minimum of .25 inches/18pixels.*

*To keep logo proportionate in Microsoft applications, hold the shift key while manipulating the logo.

Minimum Size

To maintain its clarity the logo should not be smaller than 1 inch/72pixels wide.



 2"/144px

 1.5"/108px

 1"/72px



Convey Family of Companies Logo Configurations—Enterprise

Following an endorsed brand architecture, Convey remains visibly connected to the brand family, while providing the endorsed brands the ability to maintain their own personality, audiences, and associations. This lends Convey’s credibility to the other brands that are within related, but not identical, categories. When the family of companies are presenting together, as an enterprise, the following configurations are made available for your use depending on the application.

Family of Companies Separate Logo Configurations

In instances where the entire family of companies are not presenting together, and rather individual companies are presenting individually or collaboratively without Convey, the following logo configurations are made available for your use- depending on the application. In these instances, the family brands will carry “A Convey Company” or “Convey Companies” identifiers.

Vertical Arrangement



Horizontal Arrangement



A Convey Company





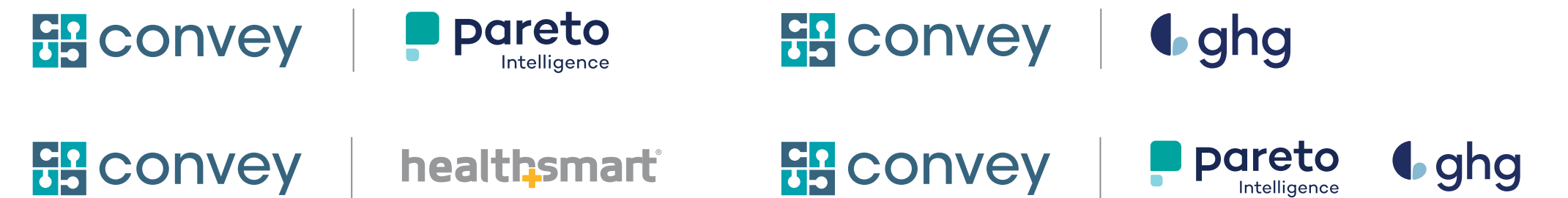
Convey Family of Companies Logo Configurations—Collaborative

In instances where the entire family of companies are not presenting together, and rather individual companies are collaborating with Convey, the following logo configurations are made available for your use—depending on the application.

Vertical Arrangements



Horizontal Arrangements





Visual Identity Products





Miramar is Convey’s enterprise technology platform upon which our software and technology-enabled solutions are designed. Miramar’s foundation supports solutions for a variety of administration requirements that our target audiences have. Below are our three primary solution suites—our Miramar sub-brands.



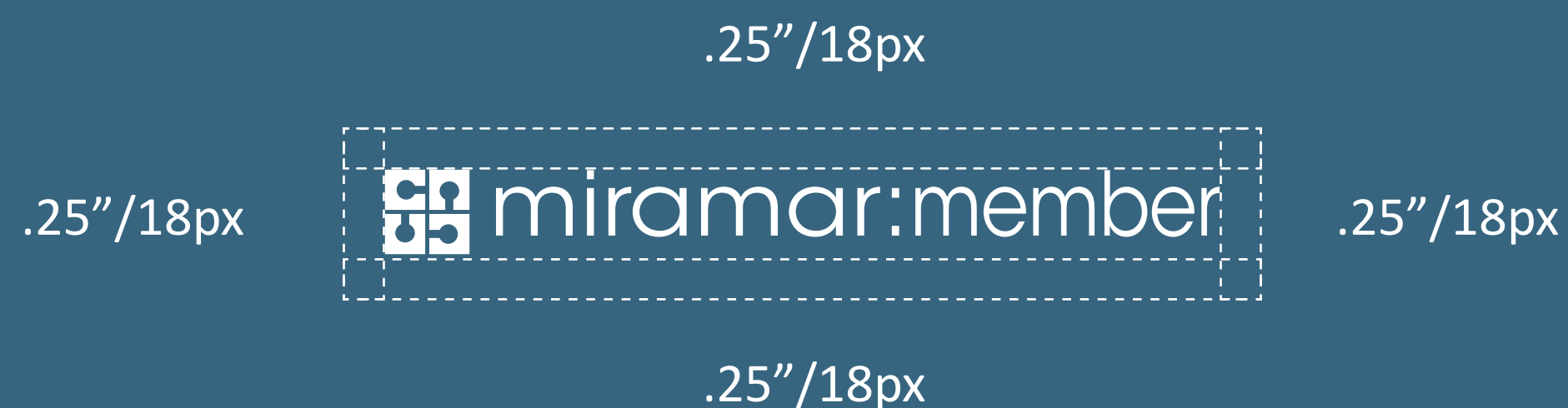
Miramar:Member is our core enrollment and premium billing solution suite. Like the other sub-brand, it was purpose-built to support MA/MAPD, PDP, and MA-EGWP member administration functions through technology and BPO services.



The solutions in the Miramar:Agent suite support the agent and broker lifecycle and health plan sales performance. Clients of Miramar:Agent experience automation, like streamlined workflows, and support that enable them to better navigate the sales management process.



The Miramar:Benefits solution suite features a integrated benefits platform designed to deliver managed benefit solutions for Medicare Advantage Organizations. This suite also includes pointed solutions for enhanced administration of supplemental and extra benefits, such as the OTC benefit and flex card, on behalf of the payer.



Clear Space

Clear space is to ensure that our logo maximizes it’s visibility and impact. The space around the four sides of the logo should always be a minimum of .25 inches/18pixels.*

* To keep logo proportionate in Microsoft applications, hold the shift key while manipulating the logo.

Minimum Size

To maintain its clarity the logo should not be smaller than 1 inch/72pixels wide.

This size guideline is applicable to all Miramar logos.



Visual Identity Corporate Colors





Primary Colors

Blue #35647e CMYK: 83-54-35-12 RGB: 53-100-126	Teal #00a1af CMYK: 100-6-36-0 RGB: 0-161-175	Dark Gray #53565a CMYK: 63-52-44-33 RGB: 83-86-90	Dark Blue #132b39 CMYK: 91-71-53-57 RGB: 19-43-57
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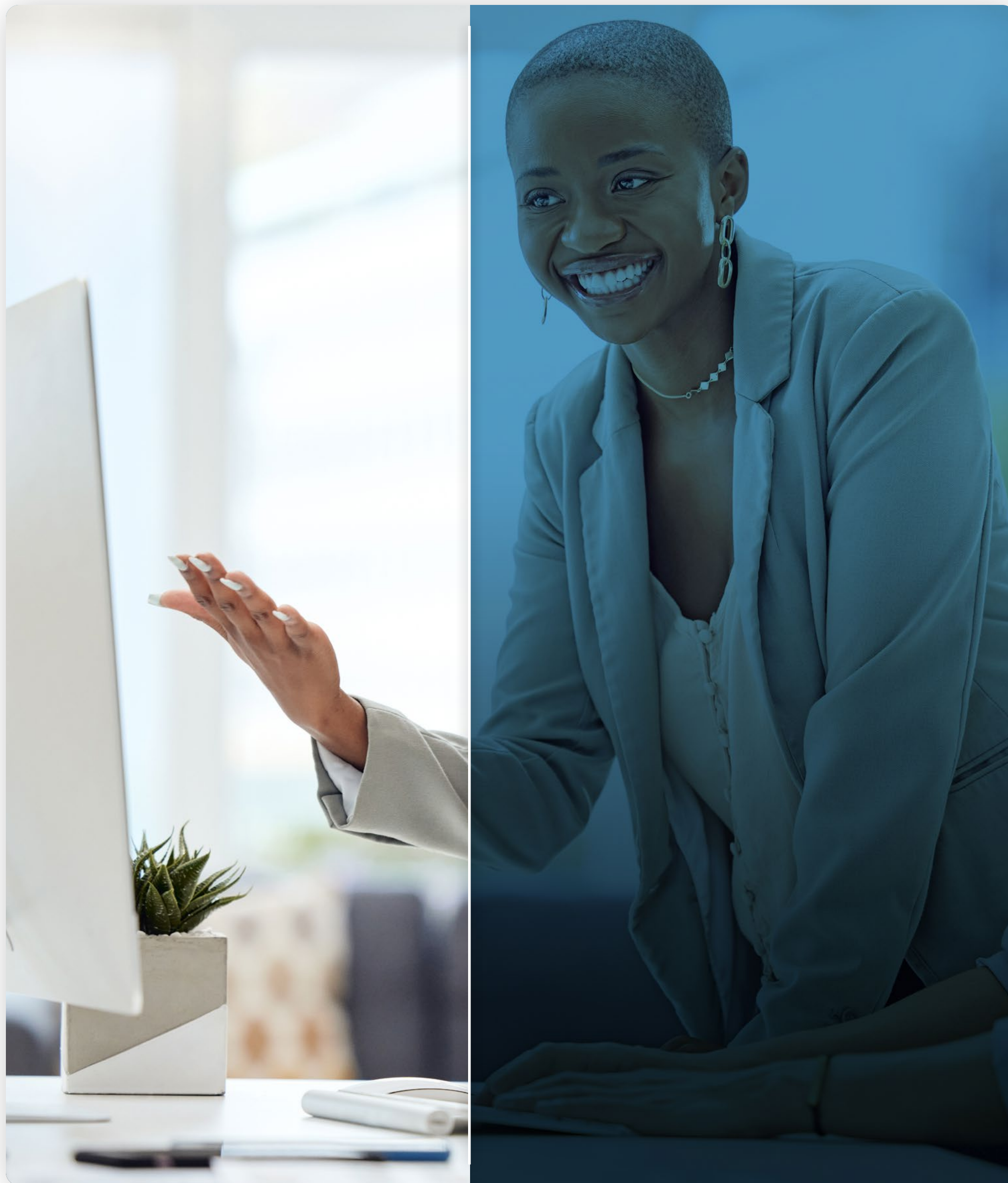
Secondary Colors

Light Blue #89abe3 CMYK: 45-25-0-0 RGB: 137-171-227	Light Green #789d90 CMYK: 56-25-45-2 RGB: 120-158-14	Light Gray #8a8a8d CMYK: 48-40-38-4 RGB: 138-138-141	Gold #d1ae1e CMYK: 20-28-100-0 RGB: 210-175-31	Violet #aa7bc9 CMYK: 36-57-0-0 RGB: 170-123-201
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Convey Color Palette

The color system for the Convey brand identity consists of three colors. Whenever possible, blue and teal should be used as the dominant colors with dark gray being applied for text. This will maintain and reinforce our brand recognition.

When a complementary color is desired, the secondary color family may be used. These colors may only be used in conjunction with our primary blue and teal color family and as accents in small quantities.



Convey Sky Blue
#519ac3
CMYK: 68/27/10/0
RGB: 81/154/195
** This color is for
gradient overlay
use only.*



Convey Blue
#35647e
CMYK: 83/54/35/12
RGB: 53/100/126



Convey Dark Blue
#132b39
CMYK: 91/71/53/57
RGB: 19/43/57

Gradient Use

Convey uses a color overlay in our images that has unique look and feel, that helps set the tone for our brand.

To Create Gradient

Use a “linear” gradient layer with the color layout shown on the left, with the layer blending mode set to “multiply” at 100% opacity.

The gradient can be applied with Convey Dark Blue starting at the bottom (image shown on the left) or the top (exact reverse of image shown on the left), to correspond to text placement. Text should always be placed on the dark side of the gradient to ensure optimal contrast. If no text is being used, Convey Dark Blue should be at the bottom of the image (as shown in image on the left).

If imagery is too dark, boost the shadows/highlights and levels. See next page for more details.

✗ Too dark



✗ Too bright



✗ Image doesn't pass diversity standards



✓ Correct Usage



Application and Use Case

Gradient placement is key. The wrong placement will destroy the whole imagery and throw off the design. Remember to keep the darkest part of the gradient away from the subjects' main focal point.

Imagery Selection

Always feature happy or smiling **diverse groups of people** or people of color, when possible. Images with a **bright light source, blurry depth of field, and clear foreground subject** works best.



Overlay

The rectangle overlay is used to create contrast against the text and imagery. Set the color as 'Convey Blue' and the blending mode to **'Multiply'** at 100% opacity. Opacity can be adjusted if the imagery gets too dark.

60%
Convey Blue

30%
White

10%
Convey Teal

convey | HealthScape | pareto | ghg | healthsmart

Sales Support Solutions To Grow Your Health Plan

Better navigate the sales management process
and watch your health plan grow.

Optimize Your Sales Management

- Agent Onboarding & Oversight
- Plan Comparison & Enrollment Portal
- Licensed Telesales Agents
- Agent Commissions

convey | conveyhealthsolutions.com

Convey Blue

#5647e
CMYK: 83/54/35/12
RGB: 53/100/126
Blend mode: Multiply



Brand Application
Graphic
Elements



Iconography

All icons are thin and minimal. Icons have been selected to avoid busy elements and multiple varying strokes.

Whenever possible, icons should be presented in their “Primary” or “Secondary” two-color presentation.

If icons are being used on a dark background, the “Tertiary” presentation should be used.

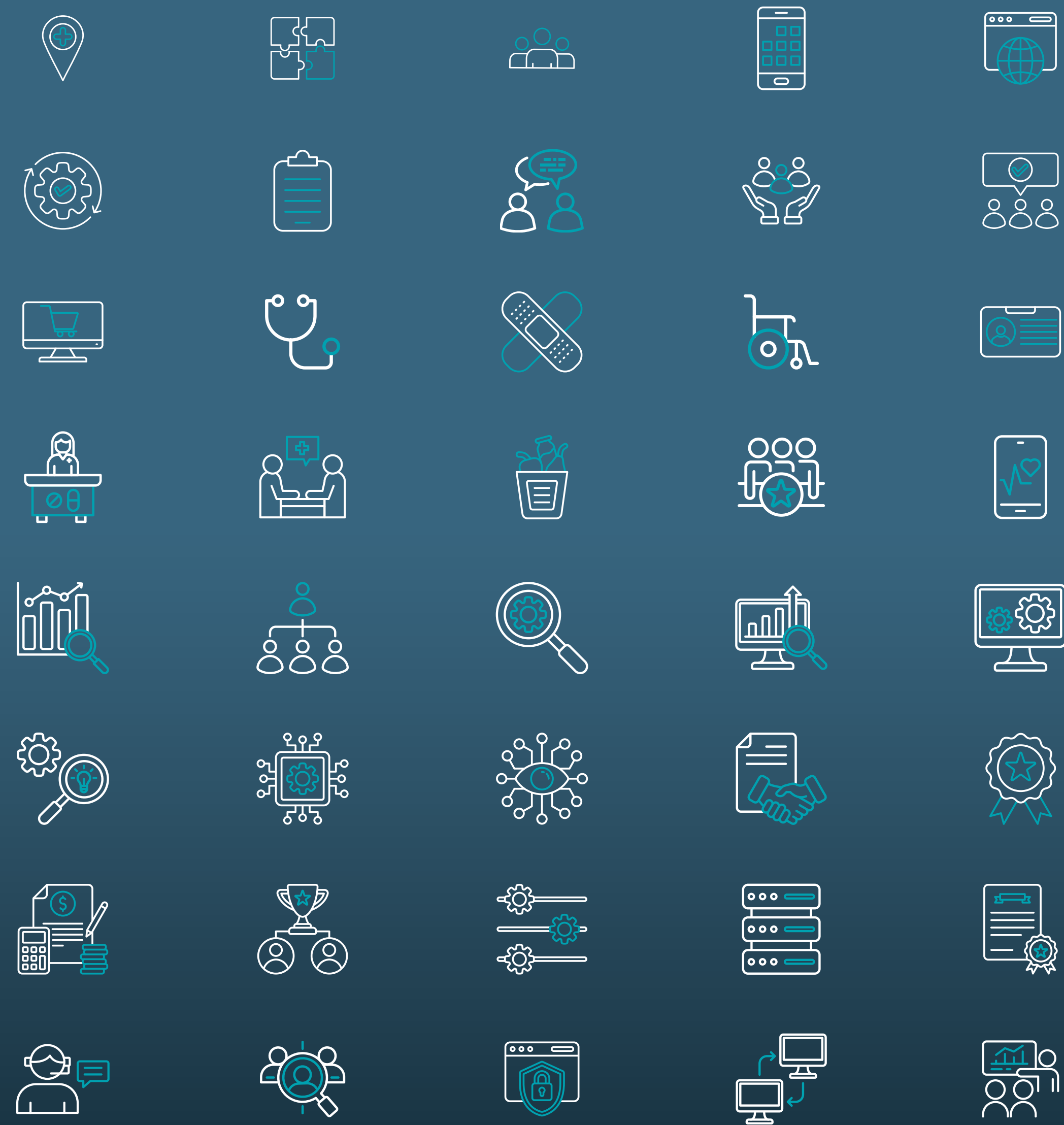
If you run into a situation where the icons need to be isolated or stand out more, the “Quaternary” presentation should be used.

[Download Convey Approved Icons](#)

Primary presentation of icons



Secondary presentation of icons

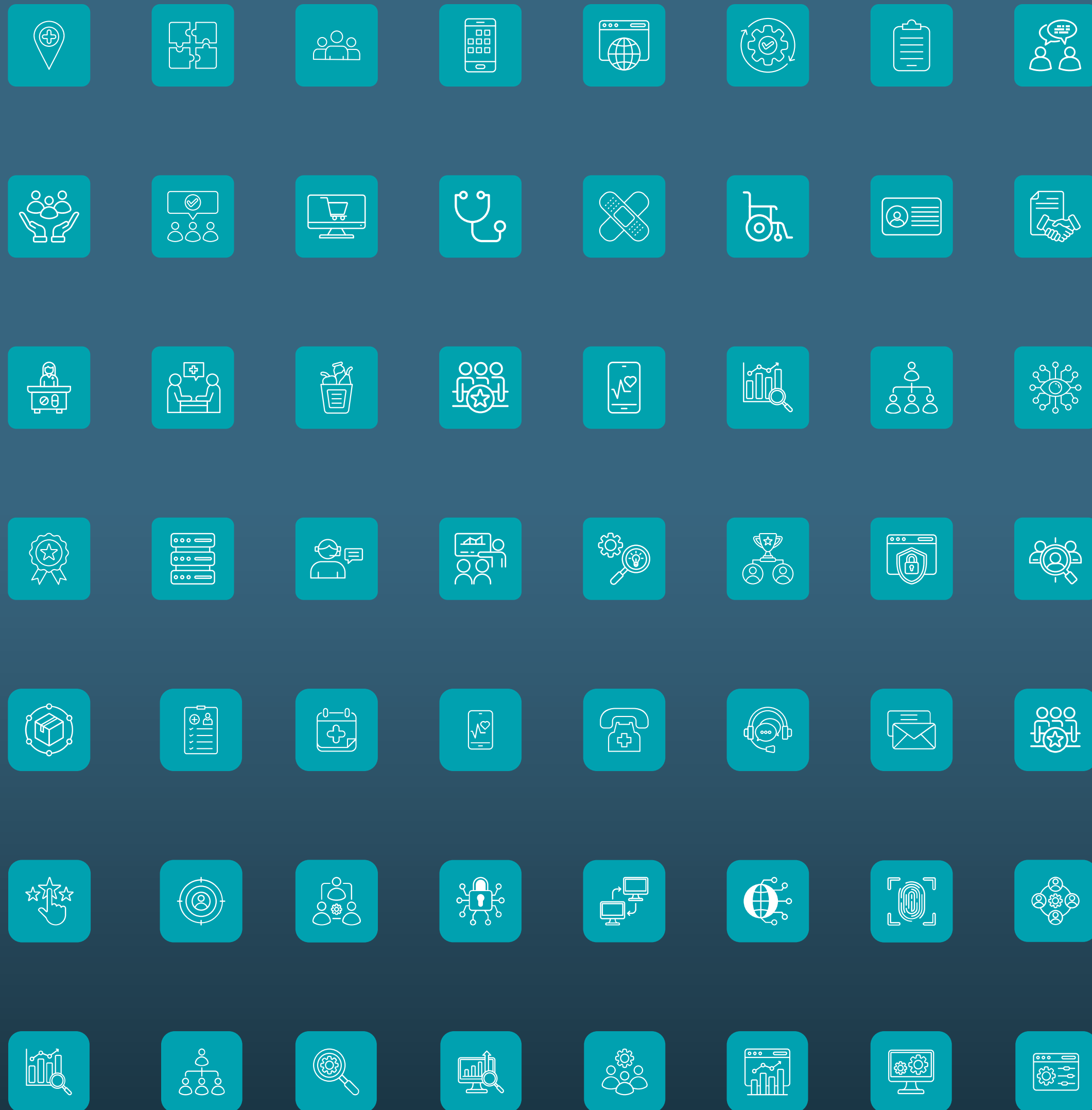


Tertiary presentation of icons





Quaternary presentation of icons



Example of use:

convey | HealthScope | Pareto | ghg | healthsmart

Comprehensive Supplemental Benefits Management

Attract, manage, engage, and retain your Medicare Advantage membership

- OTC Fulfillment
- Clinical Retention & Product Bundles
- Member Rewards & Incentives
- Hearing Program

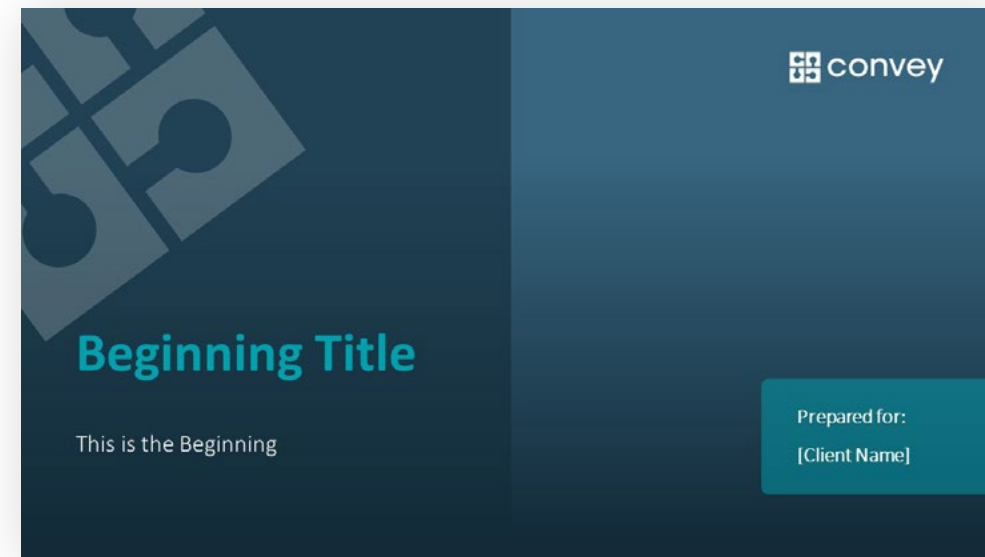
convey | conveyhealthsolutions.com



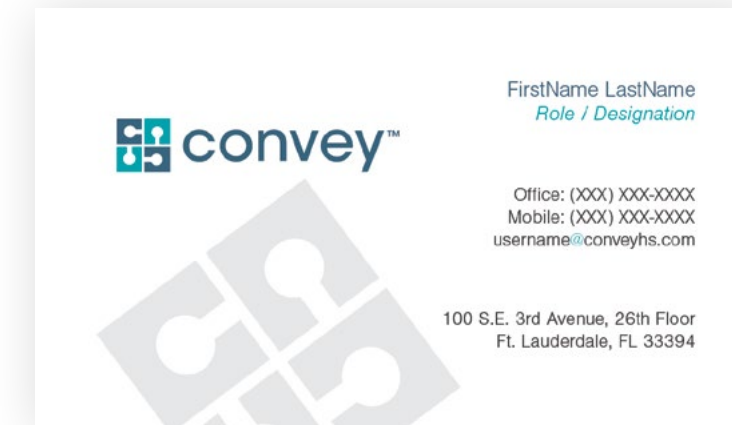
Brand Application Design



Microsoft PowerPoint



Business Cards



Name Surname
Designation / Department or Division

Office: (951) 903 5000
Mobile: (713) 903 1234
email@conveyhs.com

100 SE 3rd Avenue, Suite 2600 Fort Lauderdale, FL 33394

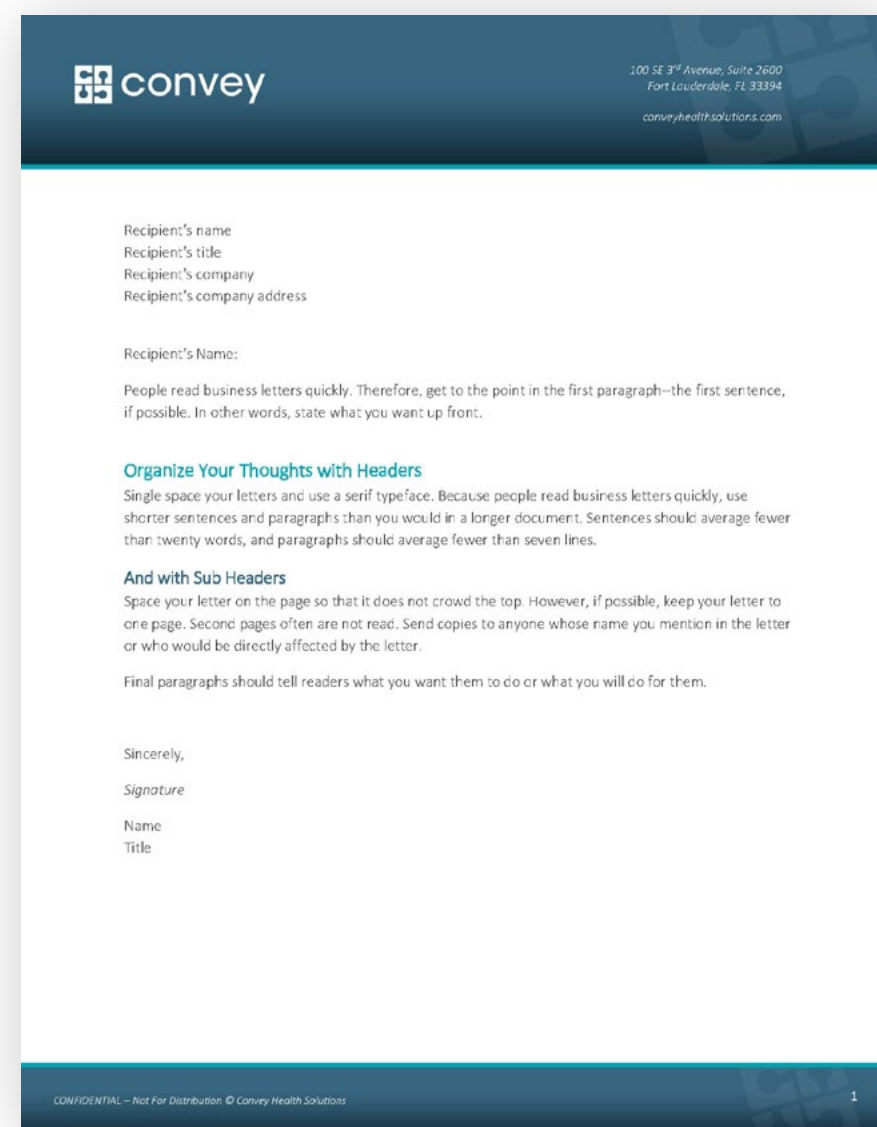
Email Signature

Name Surname
Designation / Department or Division
Convey Health Solutions

Office: (951) 903 5000
Mobile: (713) 903 1234
Address: 100 SE 3rd Avenue, Suite 2600 Fort Lauderdale, FL 33394
Email: email@conveyhs.com

Name = 10pt Calibri bold, blue
Title | Department = 10pt Calibri italic, teal
Company name = 10pt, Calibri regular, blue
Phone, address, email = 10pt, Calibri, gray

Letterhead



Corporate Templates

The Convey design aesthetic is clean. Shadows or 3D elements should not be used.

PowerPoint, Word, email signature, and other templates are available through the Convey intranet website and are updated annually.

Corporate fonts and colors are already applied in the templates. Do not substitute these fonts or colors.



Design Examples

Page Layouts

convey

Beta Client for Commissions Technology

Exclusive Partnership Opportunity to Collaborate on Your Ideal Commissions Solution

The Problems We Solve

- One stop shop for agent management
- Purpose built for Medicare Advantage to reduce customization
- Integrated agent data to improve payment accuracy
- Integrated portals and dashboards to improve agent transparency and self-service capabilities

The benefits of an exclusive partnership

- An essential position for design and functionality input
- The earliest access to the solution
- An improved product over your current solution
- Collaboration and consultation with industry experts

Benefits of Joining the Beta Testing Process

- No implementation fee
- No license fees for one year
- Guaranteed savings for the remainder of the contract term
- Bundled pricing available for additional products purchased

Time Commitment of Beta

As an exclusive partner, you will help Convey develop and launch a best-in-class commissions platform. We will limit your time commitment using the following expected timeline.

- Month 1: Beta client selection
- Month 2: Beta launch and requirements validation
- Month 3: Collection of client data
- Month 4: QA and user acceptance testing
- Month 5: Product launch
- Month 6: Client launch

convey

OTC hearing aids are now available in the OTC Hearing Aid Center

hearanywhere.com

A new ruling by the U.S. Food and Drug Administration now grants adults access to over-the-counter hearing aids without requiring a prescription or a visit to an audiologist.

What This Means

- Consumers with mild-to-moderate hearing impairment can easily purchase and self-configure OTC hearing aids.
- There is no requirement to see an audiologist for OTC devices. There is no prescription required for purchase.
- Only hearing aids that meet FDA requirements will be available.
- This ruling expands access and lowers the device cost for your members.

Nearly **30 million adults** could benefit from hearing aids.

"Hearing loss is a critical public health issue that affects the ability of millions of Americans to effectively communicate in their daily social interactions."

FDA Commissioner Robert M. Califf, M.D.

Through the power of **Convey**, we have OTC hearing aids available for your members to purchase.

hearanywhere.com

Visit our OTC Hearing Aid Center today for purchasing

hearanywhere.com

Help your members understand their coverage for over-the-counter hearing aids. Let us help you point them in the right direction. Contact with your client success manager today.

convey

Multi-Tenant Election & Payment Management Solution for Medicare Prescription Payment Plan Compliance

Under the Inflation Reduction Act

CMS-Compliant & Prepared

In 2025, your plans will be required to offer their MAPD, PDP, and MA-EGWP membership the option to pay out-of-pocket prescription drug costs in monthly payments (over the course of the plan year) instead of all at once at the pharmacy.

And we are prepared to secure their compliance and readiness.

We monitor all CMS guidance and have developed a technology + BPO solution for this prescription payment plan requirement.

Save Time & PBM Resources

Outsource the administration of the payment plan to our experienced and dedicated team.

Our standalone, multi-tenant solution has a flexible pricing model that includes the use of onshore and / or offshore resources to meet the needs of your plans.

Connect with us to get started today. Your plans are relying on you, don't wait until it is too late.

www.conveyhealthtools.com | businessolutions@conveyhs.com

convey

Over-the-Counter Naloxone

FDA approved it. CMS recommends it. Convey will have it.

What this means for you

You may choose to cover OTC Naloxone as a supplemental benefit for your MA plan so long as two additional conditions are met.

The benefit offering must be reflected as a supplemental in your MA plan's bid for the applicable contract year.

If your plan describes its Part C OTC benefit in its bid using general categories—rather than by listing specific items—such categories must reasonably include OTC naloxone.

CMS encourages plans to consider adding OTC naloxone to their benefit coverage for contract year 2024.

But we will have it available as a First Aid product this year.

NARCAN[®] Nasal Spray 4mg

Use NARCAN[®] Nasal Spray for known or suspected opioid overdose in adults and children. Important: For use by the general public. Do not use on or for the general public. Do not use on or for the general public. Do not use on or for the general public.

Two Pack

Contact us for more information about making OTC Naloxone available to your membership. Let us know if you are interested in securing the product for your 2023 or 2024 OTC benefit.

convey

Attract, engage, and REWARD your members with a discount on over-the-counter products that will take their allowance further.

Whether by mail, through email, or both, your members will be pleased to receive an offer that takes their purchasing power further.

We are currently offering a limited time 10% off discount code for online orders. And we would like to communicate this to eligible members.

Your Plan

- Promotes healthy, feel-good benefits
- Increases healthy benefit use for improved member health
- Receives additional brand recognition for increased loyalty

Your Members

- Stretch their benefit dollars
- Create more positive associations with your plan
- Further support their healthy lifestyles and habits

Discover how our outreach plan can help you **engage and retain more members.**

Let's discuss deploying this for your plan today.

Retain Your Members. Improve Their Health. Deploy a Discount Code Campaign.

miramar:agent

Optimize Sales Management

Agent Onboarding & Oversight

Ensure that your agents are ready to sell and track ongoing oversight initiatives, performance, and behavior.

Plan Comparison & Enrollment Portal

Easily compare plan products, formularies, provider networks, and more. Enrollment is seamless. Whether agent or member-facing, submit applications through the same portal.

Agent Commissions

Empower agent productivity by paying your agents accurately and on time, regardless of incentive structure complexity.

Licensed Telesales Agents

Let us recruit, train, and manage these dedicated sales agents to expand your sales capacity. Add our experienced and licensed agents to your foot fall. Compliance and quality is certain.

Sales support solutions to grow your health plan

Better navigate the sales management process and watch your health plan grow.

BusinessSolutions@conveyhs.com | 855-219-2578



Design Examples

Page Layouts (cont.)

convey | HealthScope | Pareto | ghg | healthsmart

Sales Support Solutions To Grow Your Health Plan

Better navigate the sales management process and watch your health plan grow.

Optimize Your Sales Management

- Agent Onboarding & Oversight
- Plan Comparison & Enrollment Portal
- Licensed Telesales Agents
- Agent Commissions Management

convey conveyhealthsolutions.com

convey | HealthScope | Pareto | ghg | healthsmart

Master Medicare with Convey

Experts in MA/MAPD, PDP & EGWP programs. Serving government-sponsored health plans.

- Health Plan Technology & Processes
- Analytics & Value-Based Solutions
- Supplemental Benefits Management
- Healthcare Strategy Experts

convey conveyhealthsolutions.com

convey | HealthScope | Pareto | ghg | healthsmart

Connect Your Rewards & Incentives Programs To Align With Healthy Behaviors

We connect your members to products specific to their conditions, use our advanced analytics to measure health outcomes, and deliver year-round performance insights into your incentive program.

- Increase Engagement
- Improve CAHPS & Clinical Outcomes
- Significantly Reduce Waste & Costs

convey conveyhealthsolutions.com



Design Examples

Social Media

convey

RISE Member Engagement & Experience Symposium

Member Engagement vs. Patient Engagement
Thursday August 3, 2023 at 4:15 PM | Dallas, TX

Katie Ford
Vice President of Clinical, Quality and Engagement
Convey Health Solutions

convey

User-Friendly and Flexible
Agent Management Solution

convey

Convey would like to congratulate
April Cunningham
on being named one of
The Most Prominent and Influential Black Women in Business and Industry for 2023
by Legacy Magazine

convey

RISE CMS Bid Boot Camp
January 23—24 | New Orleans, Louisiana

Tom Pelegrin
Panel: The Ins and Outs of Supplemental Benefits

Get 15% off with code **spkr15**

convey | HealthScope | Pareto | ghg | healthsmart

Master Medicare Strategy Webinar Series
Rewards & Incentives
March 1, 2023 | 1 PM EST

Brandon Solomon Katie Ford Shawn Larsen

convey

American Diabetes Month



Design Examples

Emails

Miramar:Agent is the complete suite of solutions for onboarding, oversight, commissions, and more.

Onboarding & Oversight

Ensure agents meet regulatory and education requirements. Automate the simplest to most complex requirements with dashboards, work queues, license updates, and monitoring.

Shop and Compare Portal

Track ongoing sales and marketing initiatives, performance, and behavior. Get fully integrated reporting and metrics.

Telesales

Make accurate, on-time payments to your salesforce-Improving relationships and keeping your plan in compliance.

Commissions

The perfect tool for agent-assisted enrollments or self-enrolling seniors. Access premium comparisons, anticipated cost estimates, and medical and prescription drug coverage options.

Need to expand your sales capacity?

We'll hire and manage experienced, licensed sales agents as an alternative to commission-based sales. Our US-based contact centers are designed to support member interactions and enrollment needs.

Learn more and better navigate the sales management process.

[Learn More](#) [Talk To Our Experts](#)

Convey Health Solutions, 100 SE 3rd Avenue, Fort Lauderdale, FL 33394, US [Manage preferences](#)

Healthy Food Choices for All

Give your members access to the healthy foods that fit their needs to **improve health outcomes and increase satisfaction.**

We offer flexible program design and management for improved access to appropriate dietary meal benefits and services. Our capabilities include:

- Large Retail Network
- Hex Card Integration
- Home Delivery
- Web and Mobile Access
- Data Analytics
- Member Support

See how Convey can **create and manage an effective healthy food program** for your Medicare Advantage members.

[Learn More](#)

Convey Health Solutions, 100 SE 3rd Avenue, Fort Lauderdale, FL 33394, US [Manage preferences](#)

We are excited to be sponsors of the upcoming **SSN Medicare Advantage Leadership Innovations East conference!**

Stop by our booth to learn more about our supplemental benefits solutions and our rewards and incentives program: a flexible way solution that meets member expectations, increases overall engagement, and reduces your plan's costs.

There's plenty of ways for us to connect:

Tuesday, July 18th | 2:15pm
Enhancing Member Experience: Tools and Strategies to Meet Members Where They Are

Learn from Convey's own **Brandon Solomon**, Vice President, Chief Growth Officer

[Add to calendar](#)

Have a drink on us
 Join us for our sponsored network reception on day one of the event!
Tuesday, July 18th | 5:30pm

[Add to calendar](#)

Convey Health Solutions, 100 SE 3rd Avenue, Fort Lauderdale, FL 33394, US [Manage preferences](#)

We are excited to be sponsors of the upcoming **RISE AEP Medicare Readiness Summit!**

Learn from Convey's own **Tom Pelegrin** during **AEP Strategies Capitalizing on Top Supplementary Benefits to Ensure Sales Channels Deliver Effectively**

11-11:45 am
Brandon Solomon, Vice President, Client Advisory & Business Development, Convey Health Solutions

[Add to calendar](#)

This insightful session will explore:

- Ways small-to-mid size plans can compete with National Carriers
- How to train sales channels to talk effectively about your supplemental benefits
- Discuss how plans' names can be best positioned to maximize member enrollment

See you there!

Start your day off right at the RISE AEP Medicare Readiness Summit with a coffee on us!
 Join us for a morning break where you can recharge and connect with industry colleagues.
Monday, April 17th | 8:00 am

Start your day off right at the RISE AEP Medicare Readiness Summit with a coffee on us!
Monday April 17th | 8am

[Add to calendar](#)

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We Hope to See You Again!

Hello,

It was great meeting you at the SSN 14th Annual MMI Forum. In case you missed it, our own Brandon Solomon spoke during "Member Retention During OEP and Year Round: Creating Data-Driven, Highly Engaging Content, and Member Experiences that Promote Health Equity, Address SDOH, and Meet Members Where They Are".

We would love to continue the conversation and invite you to connect with us as you continue to elevate your members' experience and improve plan performance.

[Learn more about our Supplemental Benefit offerings](#)

[Learn more about our Agent & Broker Management](#)

Flex Card Benefits | Health Plan Consultation | Clinical Evaluation | Predictive Analytics

convey | ghg | HealthScape | pareto intelligence

Convey Health Solutions, 100 SE 3rd Avenue, Fort Lauderdale, FL 33394, US [Manage preferences](#)



Brand Application
Photography



Photography Usage & Styles

When choosing photography, keep in mind the following guidelines:

- **Natural and spontaneous**

Images that are spontaneous will resonate with your audience. Avoid photos that seem posed and unnatural.

- **Clutter free**

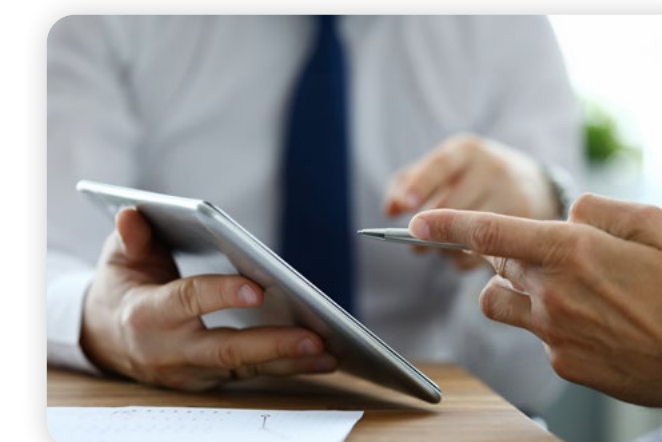
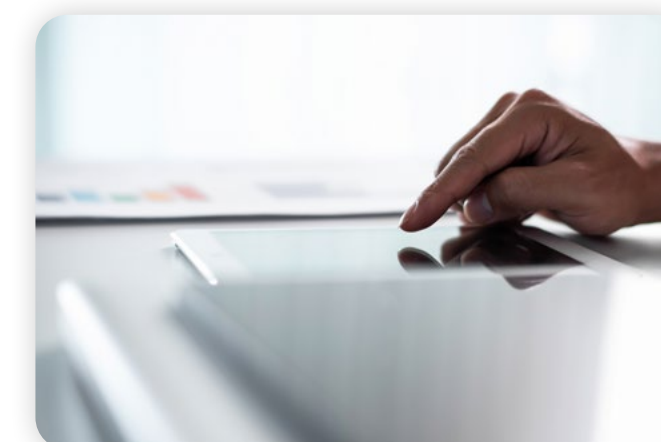
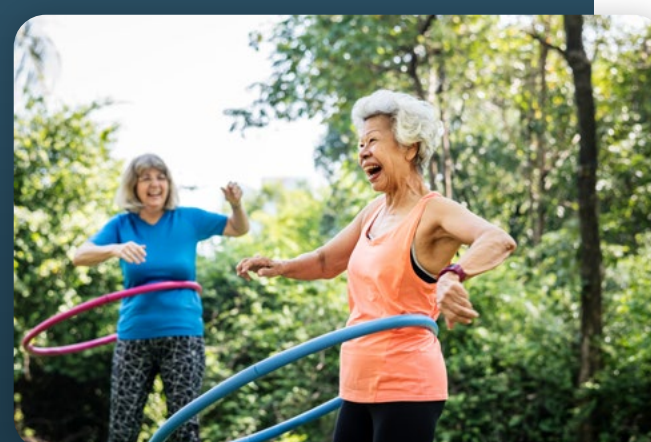
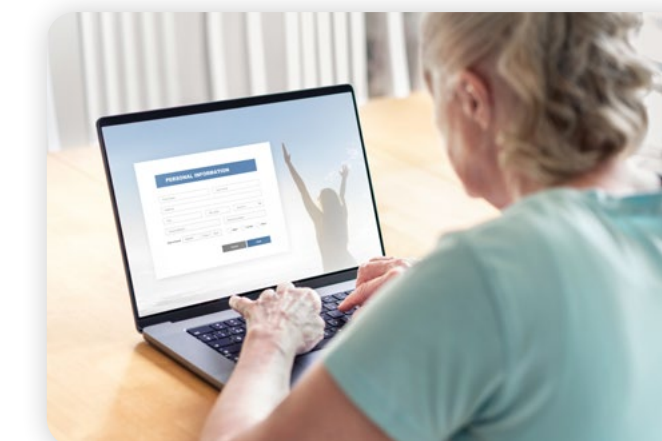
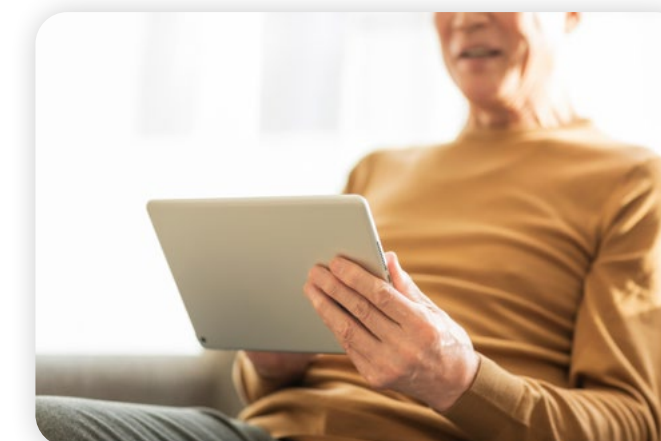
Choose to focus in on particular details of that space. Avoid using photos where there is too much going on, that are over-complicated or disorganized.

- **Attention to details**

Keep an eye on what subjects are wearing or holding. Avoid shirts with logos and branded packaging (food or beverage containers).

- **Stay current**

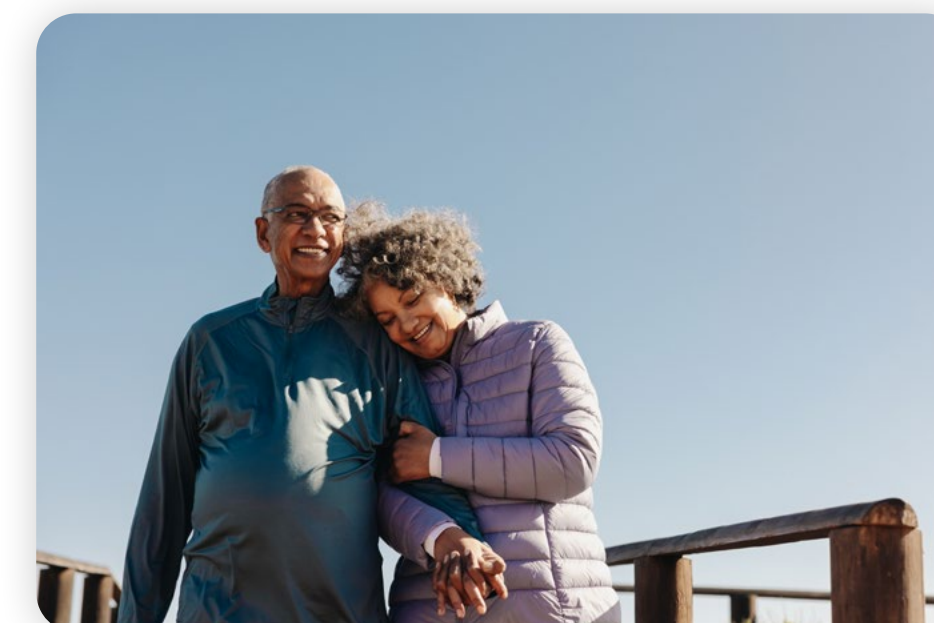
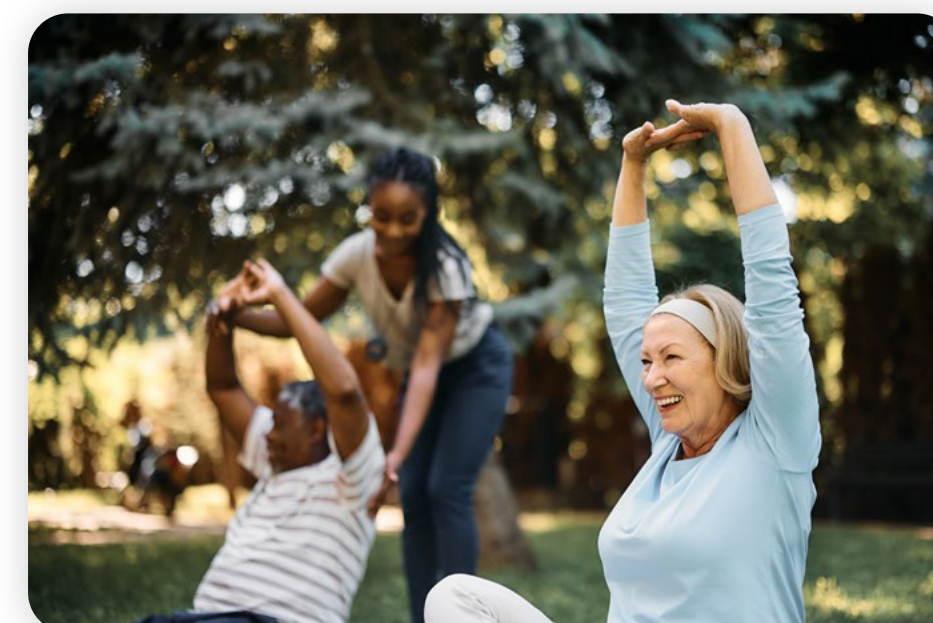
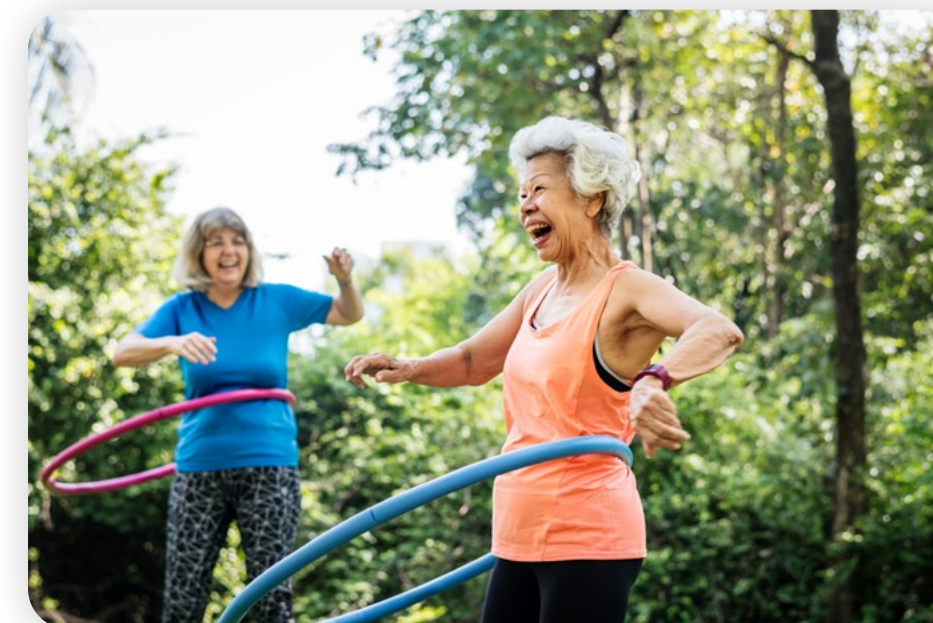
Make sure your images are relevant and up-to-date. Avoid using images that look or feel dated.





People — Members

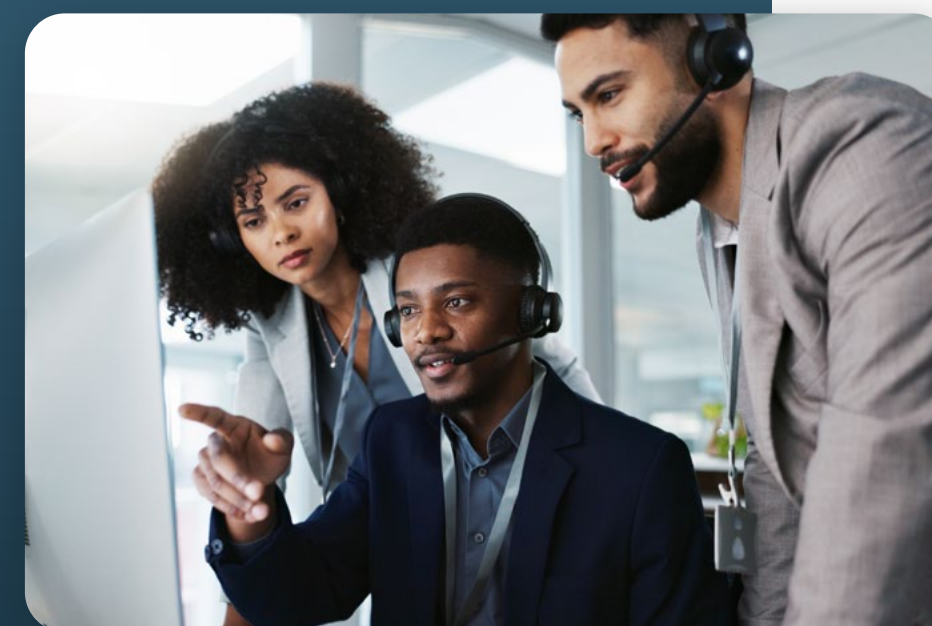
When selecting images of members, we always want to show members enjoying their life. Avoid any images showing discomfort or injury.



People — Corporate

When selecting imagery for corporate situations, we want to maintain the feeling of “in-the-moment” and spontaneity. Always avoid anything that looks “staged” or “posed”, and instead go for images showing the corporate team member engaged in their work activities whether in a corporate office or in a home office.

Corporate team members should always be shown engaged and / or happy, with a range of diversity in ethnicity, age, and gender.

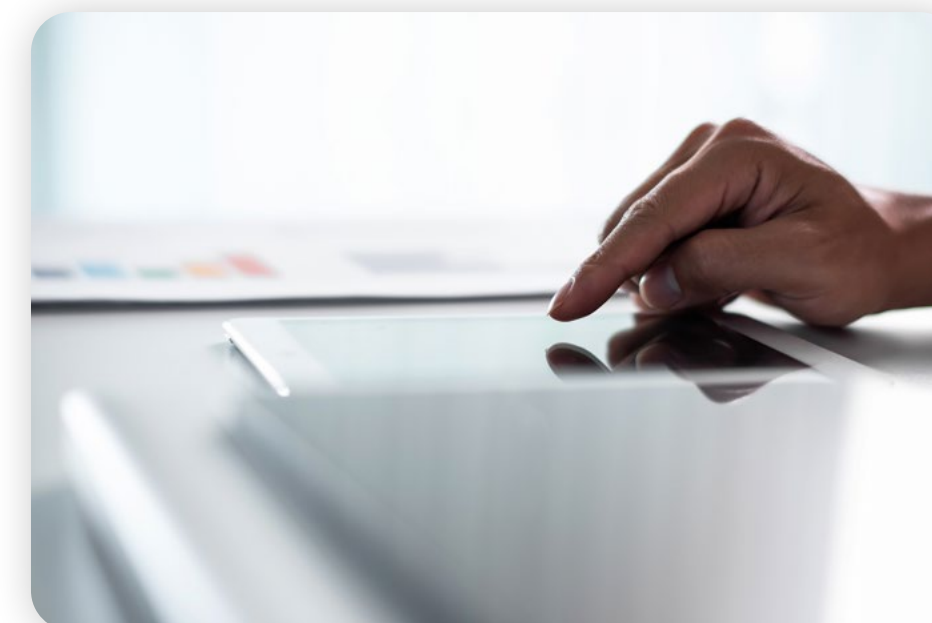
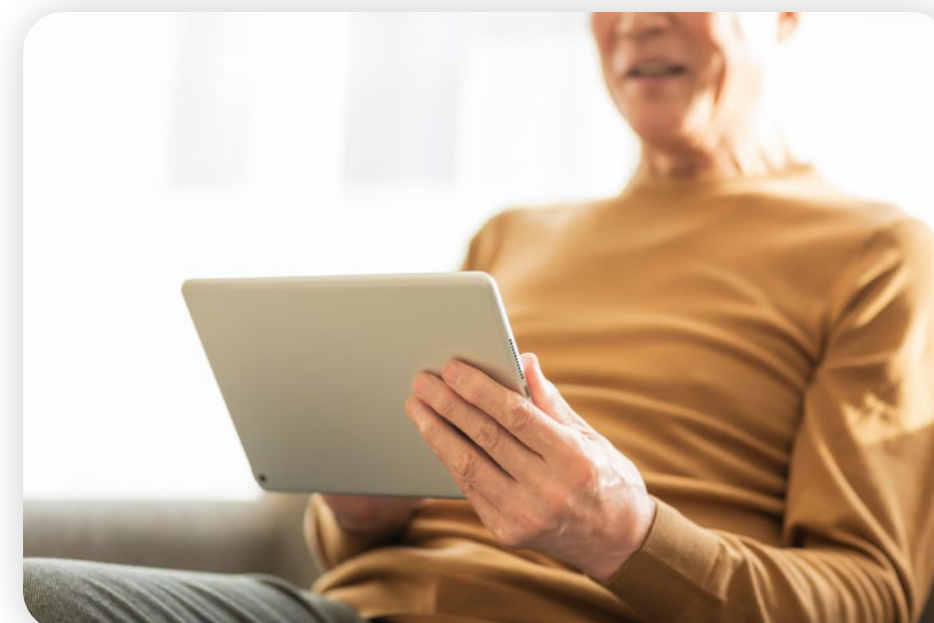
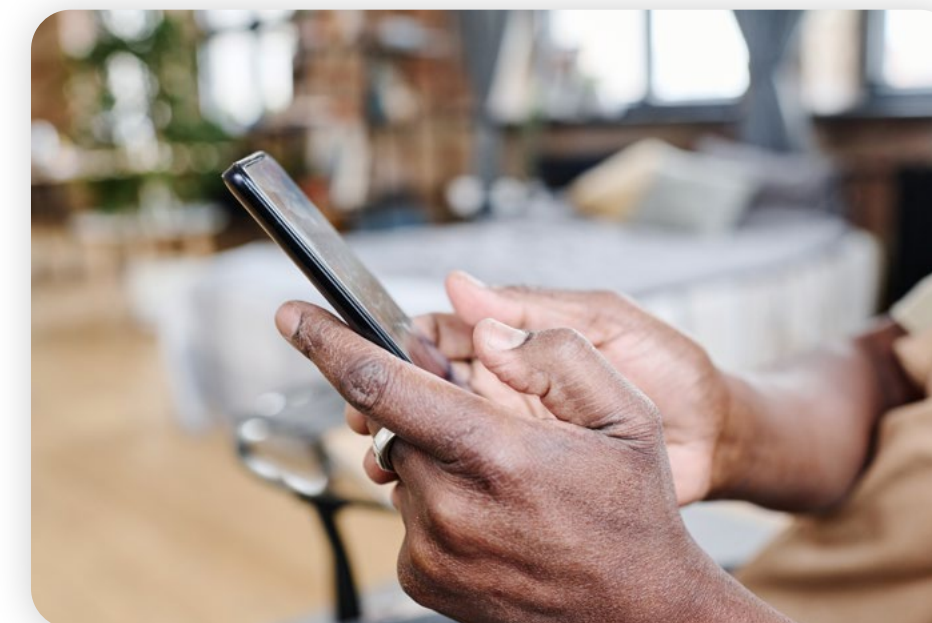
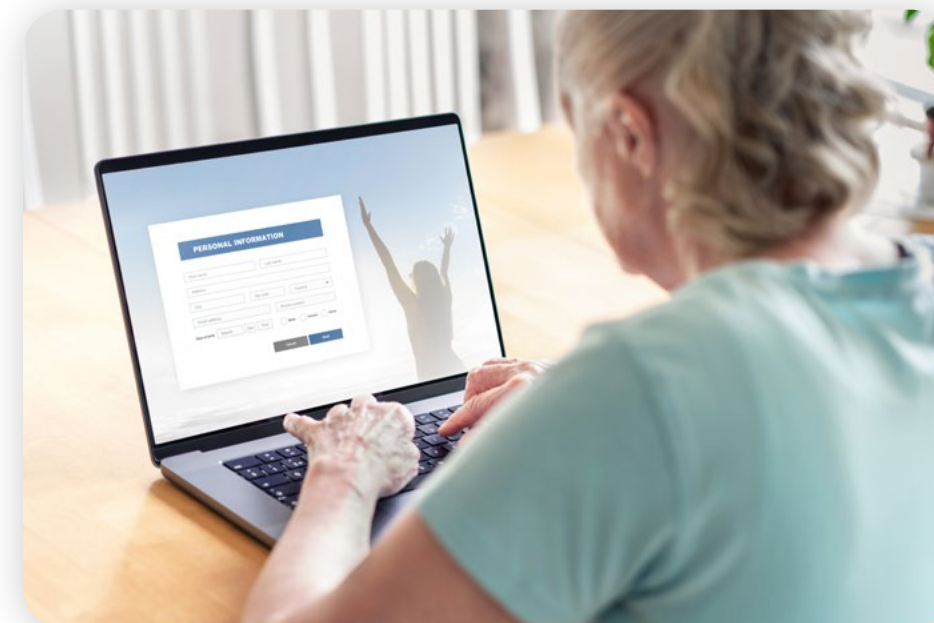
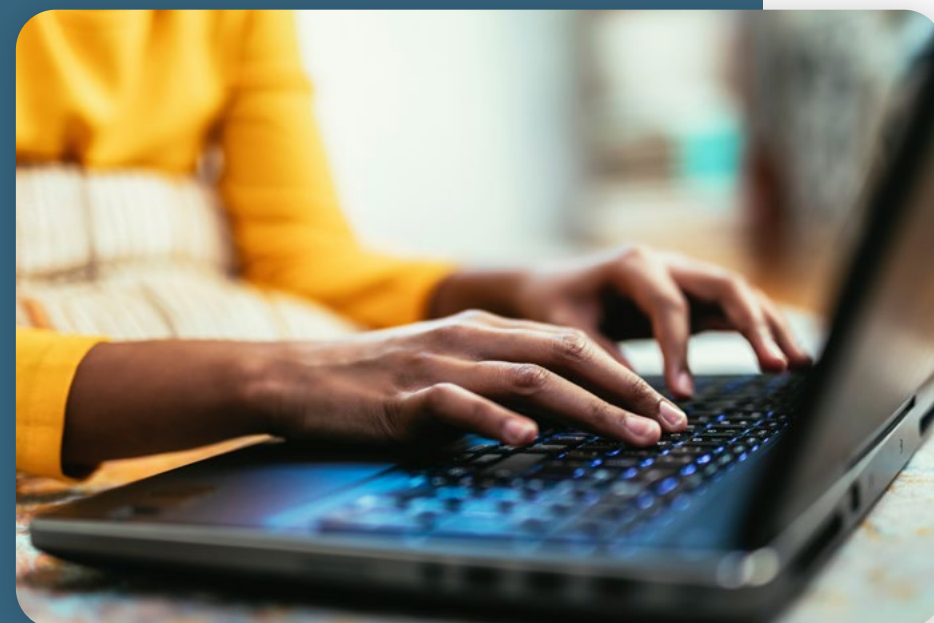


Technology

Sometimes we like to showcase how technology intersects with healthcare, and the member experience. When selecting technology images, you should focus in on the technology itself, and / or how it enhances the member experience.

We want to show that technology is not to be feared, but instead, can enhance the member experience with their health plan.

Members in technology shots should always be happy and engaged with their technology, while showing diversity in ethnicity and gender. If we only see hands, those hands should look like they belong to someone 65 years or older.





Have questions? Need assets?

Email us at branding_requests@conveyhs.com