



Bright Health Announces Key Leadership Changes to Drive Product Expansion and Sustain Growth

*Mike Mikan joins as Vice Chairman and President; Brian Gambs as Chief Technical Officer;
Jon Porter as Chief Product Officer; and Ali Wing as Chief Consumer Officer*

(MINNEAPOLIS, MN) August 29, 2019 – Today, Bright Health announced key changes on its Executive Leadership Team, all in support of bringing high-quality, affordable healthcare solutions to hardworking Americans. Mike Mikan, as Vice Chairman and President, will join CEO Bob Sheehy in leading the company from the Office of the CEO. In addition, Brian Gambs, Chief Technology Officer, Jon Porter, Chief Product Officer, and Ali Wing, Chief Consumer Officer, will partner to lead the newly formed Consumer, Product and Technology Team and will report to the Office of the CEO. The leadership changes come on the heels of an impressive product expansion announcement for 2020 and a \$200m Series C fundraising round late last year.

“Bright Health is at the leading edge of a consumer-focused healthcare revolution, and these executive teams position us for a strong new chapter of business growth,” said Sheehy. “Mike is a transformational leader in healthcare and consumer-facing businesses, with a proven track-record of strategic agility, financial discipline and operational execution at scale. Together, I know Mike and I will be able to take Bright Health forward to create a national integrated healthcare platform and realize our vision of becoming a leading consumer brand in the next decade.”

Said Mikan, “I look forward to working with Bob and our Consumer, Product and Technology Team to create a simpler, more affordable healthcare experience. By integrating the financing of health benefits with the delivery of care, the Bright Health model enables innovative new product development, connected technology and advanced intelligence, and collaborative financial alignment models.”

“The collaboration between Brian, Jon and Ali will be essential to achieving our mission to make healthcare right, together,” Mikan continued. “As we scale, this team will be responsible for continuing to integrate our product and technology initiatives into a superior consumer healthcare experience.”

“Bright Health’s product pipeline is one of the most innovative I’ve seen in a company this young,” said Porter. “I couldn’t pass up the opportunity to join a team that I believe will be a change-making force in healthcare as we continue to expand our offerings to consumers and the industry, more broadly.”

Earlier this year, Bright Health announced a substantial expansion of their groundbreaking Health Plan Care Partner model to 13 new markets across 6 states for 2020. Under this model, Bright Health works hand-in-hand with physicians on everything from pricing to technology to innovative programs to improve member health and reduce costs.

About Bright Health

Bright Health is a consumer-focused health insurance and technology company. Through its collaborative Health Plan Care Partner Model in local communities and unique intelligence capabilities, Bright Health Plan is reshaping how people and care providers achieve better health together by making healthcare simpler, more affordable and personal. Bright Health Plan currently offers a range of individual, family and Medicare Advantage plans in Alabama, Arizona, Colorado, New York, Ohio and Tennessee via its website, call center, broker partners and through government websites as well as public health insurance exchanges. Learn more at www.brighthouseplan.com.

About Mike Mikan

Mike Mikan serves as Vice Chairman and President of Bright Health Inc. Before, joining Bright Health, Mr. Mikan served as Chairman and Chief Executive Officer of Shot-Rock Capital, LLC, a private investment capital group. Prior to Shot-Rock Capital, he served as President of ESL Investments, Inc. Mr. Mikan also served as the Interim Chief Executive Officer of Best Buy Co., Inc. Prior to that, Mr. Mikan served in various executive positions at UnitedHealth Group Incorporated, including as Executive Vice President and Chief Financial Officer and as Chief Executive Officer of UnitedHealth's Optum subsidiary. Mr. Mikan serves as a director of AutoNation, Inc., and as a trustee of Princeton Private Investments Access Fund and Ellington Income Opportunities Fund.

About Brian Gambs

Brian Gambs serves as Chief Technology Officer of Bright Health, Inc. Prior to joining Bright Health, Brian served as Vice President of Engineering at Athena Health, overseeing engineering organizations responsible for development of its population health, care management, scheduling and referral management and patient engagement capabilities. He also played a key role in the architecture and design of athenahealth's next generation, microservices based technology platform. Brian came to Athena following its acquisition of Patient IO, where he was co-founder and Chief Technology Officer. Patient IO's technology is now the basis of the Athena's untethered care management service. Prior to Patient IO he served in engineering or product development leadership roles at a number of startup and growth stage companies, including Health Share Technology, which was acquired by WebMD and where Brian subsequently led development of quality and transparency applications. Brian received his BA from the University of Michigan in Ann Arbor.

About Jon Porter

Jon serves as the Chief Product Officer at Bright Health. As CPO, Jon is responsible for working across all business lines of the organization to unite Bright Health's Portfolio of

Products and create a consistent product roadmap to support our care partner and consumer initiatives. Prior to joining Bright Health, Jon served as the Executive Vice President and Chief Product Officer at Athena Health, where he was responsible for the direction and delivery of the company's revenue-generating, tech-enabled services and product portfolio across a multi-tenant, single instance, cloud-based product environment with over \$1.6BN in revenue. Previous positions at Athena Health include Vice President of Product Management and Senior Vice President of Product Management. Before his career with Athena, Jon was the CEO and Co-Founder of Healthcare Data Services, a provider of products to help support population health management for companies entering risk-based contracts. He was also the Co-Founder of White Stone Solutions, a company focused on data analysis consulting engagements. Jon received his BS in Business Administration with a focus in Accounting and Management Info Systems from Babson College in Wellesley, Massachusetts.

About Ali Wing

Allison (Ali) M. Wing serves as the Chief Consumer Officer for Bright Health. The focus of Ms. Wing's role is to define and lead a disruptive, consumer-centric strategy to make healthcare easier for consumers across every Bright Health market. Ms. Wing previously served as the Chief Marketing Officer and EVP of Digital for Ascena Retail Group, Inc. where she launched enterprise-wide omnichannel platforms, led a customer analytics platform to enable offline and online customer journey mapping and reengineered customer care and loyalty programs to enable personalization. Ms. Wing started her career with Nike in brand management and consumer strategy, followed by several years in the Silicon Valley working as an Interim Chief Marketing/Revenue Officer for a variety of online, software and eCommerce companies, including Founder and CEO of giggle, a digitally driven omnichannel company focused on disrupting the juvenile products shopping experience. Ms. Wing serves as an independent director of Casey's General Stores. Ms. Wing earned her MBA from the Northwestern Kellogg School and a J.D. from the Northwestern School of Law.

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