



BRIGHT HEALTH UNVEILS ENHANCED SERVICES TO REDUCE HEALTHCARE HASSLES

Company introduces Health Navigators to offer hands-on help to its Medicare Advantage members

Minneapolis – November 13, 2017 – Consumer-driven healthcare company [Bright Health](#) announced today that it will begin offering enhanced, complimentary services launching January 1, 2018, with its Medicare Advantage plans.

Members who sign up for a Medicare Advantage insurance plan through Bright Health will have access to navigation services to assist members with scheduling doctor's appointments, understanding and answering billing questions, and proactively checking in with members each month. Monthly check-ins allow members to get answers to their questions and remove obstacles when using their health insurance plan. Health navigation services are a new feature within Bright Health's Medicare Advantage plans, which are designed to deliver a simple, affordable healthcare experience.

"With some health insurance plans, you may be treated as just another member ID number," said Bob Sheehy, Bright Health's co-founder and chief executive officer. "At Bright Health, we're dedicated to putting consumers at the center of their healthcare experience and with our health navigation services, we're making sure our Medicare Advantage members have someone to call so they can get real answers to their questions and the help they need."

Bright Health Medicare Advantage plans are available in three states for the 2018 plan year: Colorado, Arizona and Alabama. Through exclusive partnerships with one leading health system in each market, Bright Health offers members access to high-quality, affordable care from a comprehensive network of trusted providers. Bright Health's unique Care Partnership model creates a collaborative approach to care and connects consumers to physicians and hospitals in the Colorado Health Neighborhoods, Arizona Care Network and Brookwood Baptist Health networks.

Bright Health debuted by entering the Colorado market with individual plans for the 2017 plan year and recently announced its expansion to the Arizona and Alabama markets for the 2018 plan year. Additional markets and Care Partnerships are planned for 2018 and beyond.

Bright Health's health insurance plans are offered directly to consumers, via broker partners, and through public and private health insurance exchanges. Consumers can visit www.brighthealthplan.com for plan information during Medicare Open Enrollment ending December 7, 2017, and during the Open Enrollment Period for individual plans ending December 15, 2017, in Alabama and January 12, 2018, in Colorado.

About Bright Health

Bright Health delivers a smarter, more connected healthcare experience. From the company's exclusive partnerships with leading health systems, to affordable health insurance plans and its simple, friendly approach to technology, Bright Health is reshaping how people and providers achieve better health together. Bright Health co-founders include Bob Sheehy, former CEO of UnitedHealthcare; Kyle Rolfing, co-founder and former CEO of Definity Health and RedBrick Health; and Tom Valdivia, MD, MS, former chief health consumer officer of Definity Health. The company was named to Forbes' 2017 Next Billion-Dollar Startups list. Learn more at www.brighthealthplan.com.

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To learn more about Bright's Medicare Advantage plans:

Bright Health Alabama

833-209-4262

Bright Health Arizona

833-209-4263

Bright Health Colorado

833-209-4264