

Ascension Personalized Care

Unique benefits

Ascension Personalized Care offers benefits that you won't find with other insurance carriers. These benefits are unique to Ascension and offer you additional care for your mental, emotional and spiritual health.

Online behavioral health

Ascension offers a compassionate, personalized approach to behavioral health. At Ascension sites of care, we understand that caring for your mind is just as important as caring for your body. That's why we offer convenient access to online behavioral health care personalized for your client's needs as an adult, senior, adolescent, or child.

Mindfulness meditation

How do we balance the pressure of life while maintaining a meaningful, healthy connection with ourselves? With the tools offered by Mindfulness and Meditation, you can relax and center yourself. Meditation has been a valuable tool for reducing anxiety and improving well-being for centuries, and it's easy to begin a meditation practice.



Enhanced customer service

We are committed to providing a superior customer service experience for our members, clinicians and agents.

- High staff to member ratio
- Extensive on-going training
- Each customer service rep has more than 5 years of health industry and call center experience

Ascension insurance navigators

- Local contact with direct connection to our doctors and care teams at Ascension as well as our Ascension Personalized Care Claims and Customer Service teams
- Navigators provide concierge-level care for our agents and providers and help in resolving complex issues for your members
- Provides training, education and support on Ascension Personalized Care products

Additional benefits

- \$0 deductible bronze and silver plans
- No referral requirement in the Ascension network

Questions?

Visit ascensionpersonalizedcare.com or call 833-600-1311

Ascension Personalized Care benefits are underwritten by US Health and Life Insurance Company.



Marketing strategy

Ascension Personalized Care marketing channel strategy was designed through internal and external research, industry expertise and competitive analysis.



Goal

To educate and engage prospects, prospective members, providers and partners in our target markets.

Timeline

- August: Social media marketing and internal promotions
- September: Social media marketing, patient email messaging, and webinars
- October: Direct mail, emails, social media, paid search ads, webinars, in-facility marketing
- November: Direct mail, email, social media, paid search ads, webinars, in-facility marketing
- December: Email, social media, paid search ads, webinars, in-facility marketing
- January - October: Ongoing programmatic member engagement