

The Surest approach to cancer care

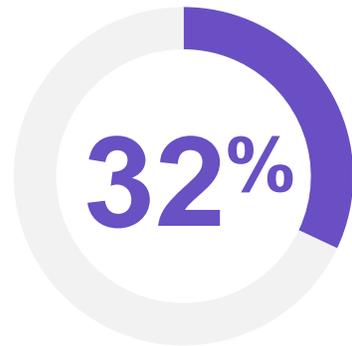
surest[®]

A UnitedHealthcare Company

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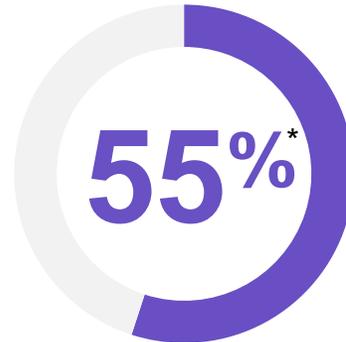
Our impact: How we support members with cancer

**Clinical Advocacy,
Member Services,
and Case Management—**
boosting member satisfaction.



of members who **interacted
with Surest clinical advocates**
rated Surest with a 32% higher
NPS score.¹

Surest cancer support program



of patients who engage with the Surest
cancer support program chose a
treatment plan differing from guidelines,
improving quality of life with similar
expected 5-year survival rate.

*Results from observational studies conducted
by PotentialMetrics on MyCancerJourney

**And,
members respond:**

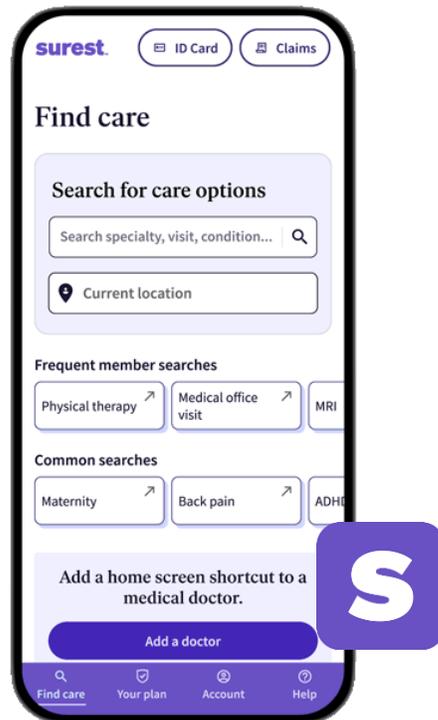


*“There is no one right answer
for treating cancer, but having
access to [MyCancerJourney]
can empower patients to make
treatment decisions that reflect
their own best interests.”*

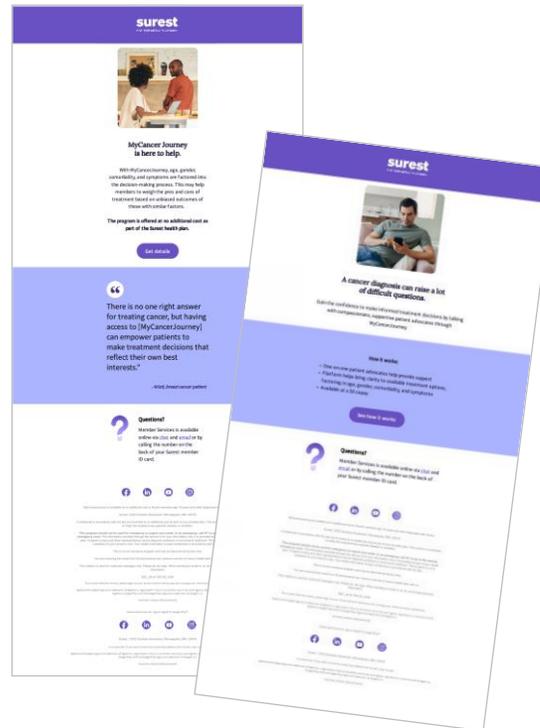
Our three-pronged approach meets members where they are and helps drive improved outcomes



Product design



Campaigns



Clinical Advocacy and Member Services

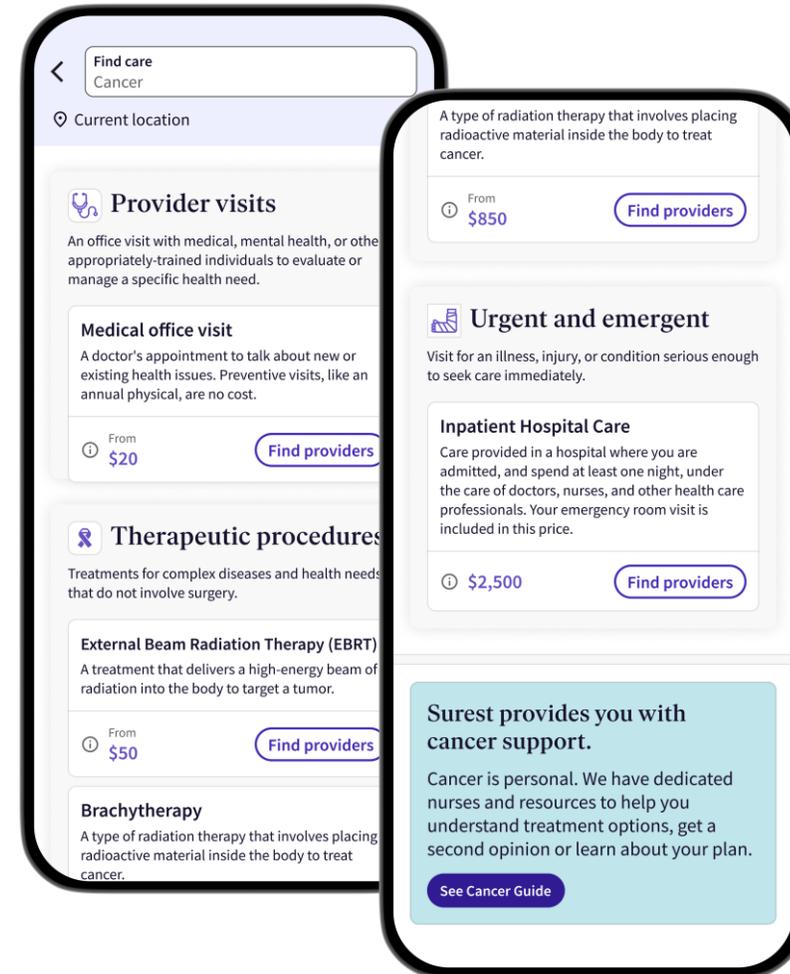


The Surest approach: Product design



How search works

In addition to seeing upfront prices—not estimates—for treatments and providers, members see in-app resources based on search patterns, including care option cards and programs.



The Surest approach: Targeted campaigns



We use claims data to identify members with cancer and send them targeted campaigns. We check for claims daily to qualify eligible members until the member has either enrolled or is no longer eligible.

Education through campaigns.

Emails

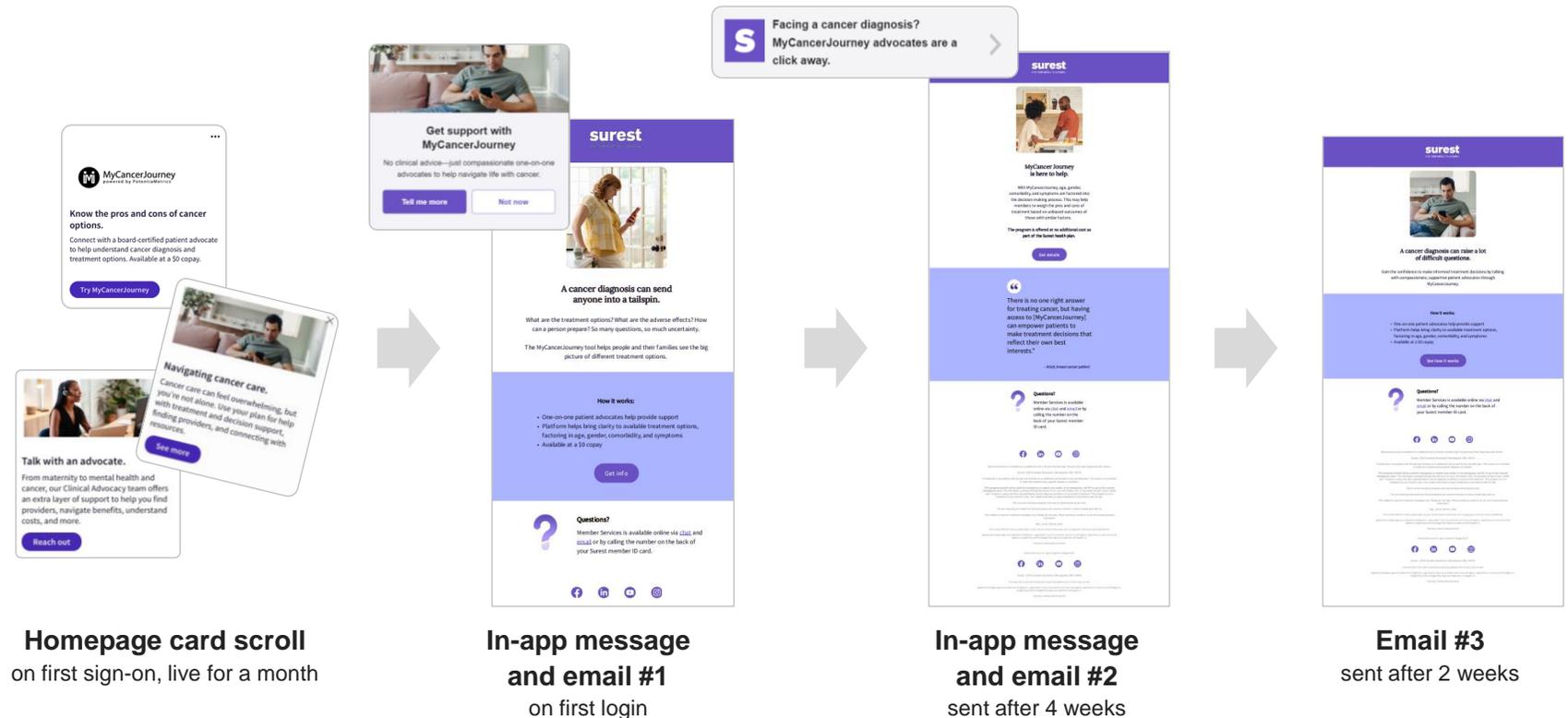
54%

Open rate

In-app message

89%

Click-through rate



The Surest approach: Live support



A new diagnosis can feel overwhelming.

The Surest team can help:

Member Services

- Help using the app
- Finding providers, drugs, and treatments
- Programs and resources
- Warm transfer to Clinical Advocacy team

Case Management

- Work with members and care teams
- Assess member needs and help follow treatment plan
- Find high-value in-network providers

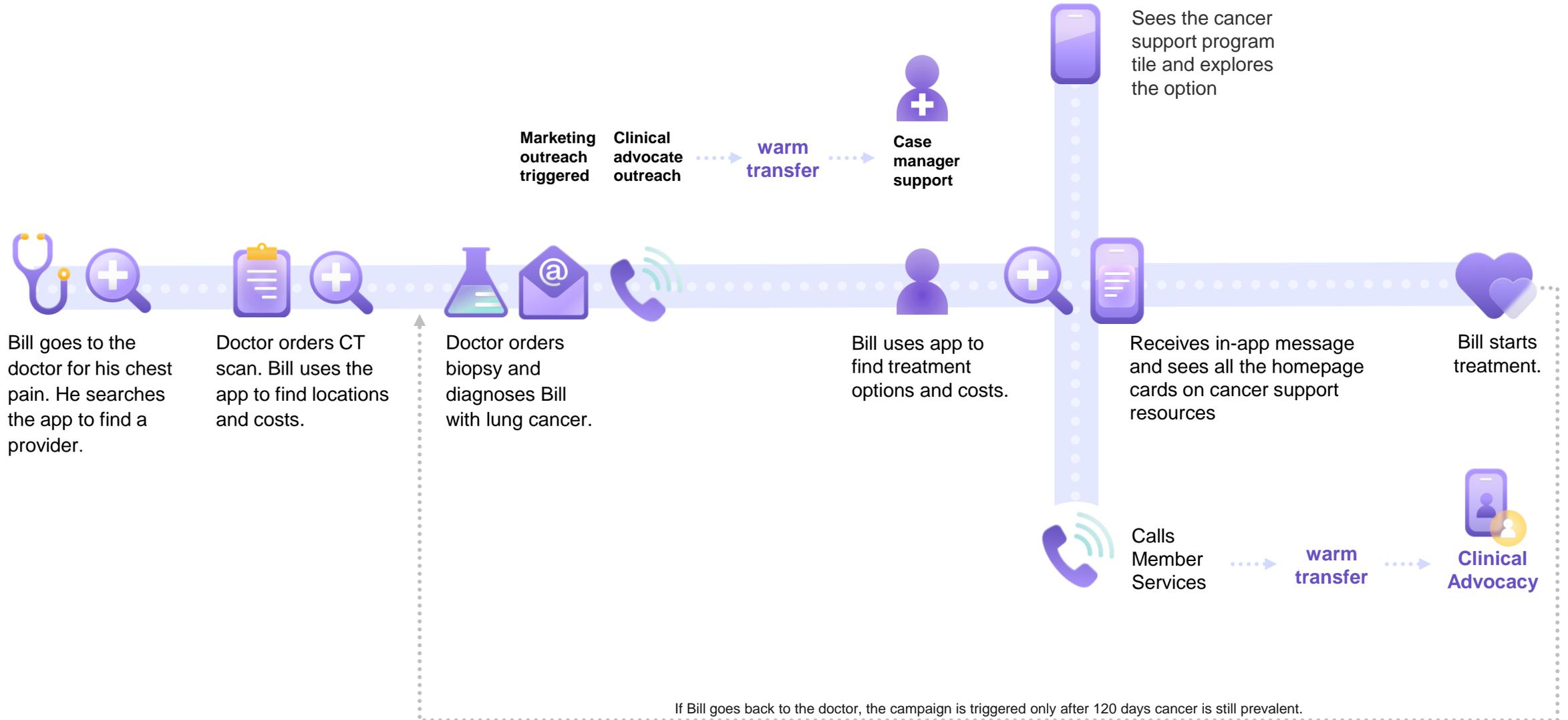
Clinical Advocacy

- Provider-matching
- Decision support
- Navigating benefits





The member journey



Helping your team build awareness

We offer self-serve materials to HR teams to complement the Surest approach to cancer care.

MyCancerJourney
powered by PatientGenetics

Support in navigating YOUR cancer diagnosis

Objective view of treatment options tailored to YOU

A CANCER DIAGNOSIS IS OVERWHELMING. MYCANCERJOURNEY IS HERE TO HELP.

We will quickly arm you with relevant and credible information about your diagnosis, giving you the confidence to choose the treatment option best aligned to you and your goals.

Patients Who Use MyCancerJourney:

- better understand their prognosis
- report higher satisfaction with their care
- have more realistic expectations of treatments and the associated side effects
- are less likely to make suboptimal treatment decisions

We are more than care coordinators. We are patient advocates.

Our board-certified patient advocates are with you every step of the way to make sure you and your family are prepared and supported throughout your journey. We see you as a person first and foremost and help to ensure your doctors do as well.

We have no financial ties to hospitals or pharmaceutical companies. We are here to EMPOWER YOU AND ADVOCATE FOR YOU.

Your **MyCancerJourney** advocate will use our proprietary analytics platform, powered by real-world data, to share treatment outcomes for other people like you, meaning people your age, sex, race/ethnicity, and health status, with the same cancer type and stage. They will discuss tradeoffs and quality of life considerations related to treatments, so you and your care team choose the option that is best for YOU.

GET THE SUPPORT YOU DESERVE

Schedule your initial 30-minute meeting with a board-certified patient advocate:

mycancerjourney.com/join-surest

MyCancerJourney will respond within one business day.

Surest Member Services:
800-623-6640, Monday - Friday, 9 am - 9 pm CT

Brought to you by: **surest.**

Flyers

B2C | Newsletter copy: Cancer

Imagery

Messaging map

Headline
Every cancer journey is different. Your health plan has options.

Short messaging
The Surest health plan aims to remove some of the uncertainty cancer care may bring by giving you tools that help you see cost and coverage options before getting care. Use the Surest app or website to search and find doctors, hospitals, and clinics. Surest doesn't require referrals. See up-front prices for specialists and treatment options, including chemotherapy, radiation, and surgery. If you need help along the way, call for a member services and ask to speak with a clinical advocate at 866-688-6440, Monday - Friday from 9 am - 9 pm CT.

Long-form messaging
The Surest health plan aims to remove some of the uncertainty cancer care may bring by giving you tools that help you see cost and coverage options before getting care. With the Surest app or website, you have access to the largest U.S. healthcare and hospital behavioral health networks of doctors, hospitals, and clinics. Surest doesn't require referrals. See up-front prices for specialists and treatment options, including chemotherapy, radiation, and surgery. If you plan also to use services like home health care, dietitians, acupuncture, and mental health care. And, find additional support and care options in your search screen. Having cancer isn't easy. If you need help navigating care or understanding your benefits, call Surest Member Services and ask to speak with a clinical advocate at 866-688-6440, Monday - Friday from 9 am - 9 pm CT.

Call to action (CTA)
Coverage details
See coverage
Watch to learn more

surest.

Content platform

SUREST BLOG

The Surest guide to cancer

You have so much to think about with a cancer diagnosis—the last thing you should have to worry about is your insurance coverage. Surest offers comprehensive cancer care coverage. Use this resource to better understand cancer treatment options and your coverage on the Surest plan. If you are a Surest member with questions about cancer, request a call ID from the Surest clinical team. We're here to help.

Choose the guide below related to the cancer you want to learn more about:

- Breast cancer
- Prostate cancer
- Thyroid cancer
- Cervical cancer
- Basal and squamous cell skin cancer

If you don't see your cancer type, use the general cancer information below as a guide.

Cancer-related procedures occur in a variety of settings such as a doctor's office, outpatient center, ambulatory surgery center or inpatient hospital. Ask your doctor's office how your procedure will be billed. Your cost for the procedure will depend on how your doctor's office bills for the service.

Surest is here to help.

A cancer diagnosis can feel overwhelming. The Surest clinical team can help you:

- Understand important decisions about your treatments
- Identify quality in-network doctors and facilities
- Share your preferences for care by communicating with the doctors and other specialists on your care team
- Navigate your Surest benefits and understand costs for services
- Learn about resources and support groups with other people going through a similar challenge

If you're a Surest member with questions about cancer, reach out to us. The Surest clinical team is here and ready to talk. We will contact you directly.

I'd like some help.

Member guide (blog)

Insurance coverage for fully insured plans is provided by All Savers Insurance Company (for FL, GA, OH, UT and VA), by UnitedHealthcare Insurance Company of IL (for IL), by United Healthcare of Kentucky, Ltd. (for KY), or by UnitedHealthcare Insurance Company (for AL, AR, AZ, CA, CO, DC, DE, GA, IA, ID, IL, IN, KS, KY, LA, MD, MI, MN, MO, MS, MT, NC, NE, NH, NV, OH, OK, PA, RI, SC, SD, TN, TX, UT, VA, WI, WV and WY). These policies have exclusions, limitations, and terms under which the policy may be continued in force or discontinued. For costs and complete details of the coverage, contact either your broker or the company. Administrative services for insurance products underwritten by All Savers Insurance Company and UnitedHealthcare Insurance Company, and for self-funded plans, are provided by Bind Benefits, Inc. d/b/a Surest, its affiliate United HealthCare Services, Inc., or by Bind Benefits, Inc. d/b/a Surest Administrators Services, in CA.

