



# Brand guidelines

Updated July 2025



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# Brand strategy

# Brand strategy

Purpose	To help each member find the path to healthcare that’s right for them			
Promise	Simple, straightforward health insurance that fits each member’s unique health needs			
Principles	<div>Understanding you, on your terms</div> <div>No matter who you are or where you are from, our diverse team works to deeply understand you, so we can deliver health insurance that works for you.</div>	<div>Quality options you can rely on</div> <div>We offer a wide range of high-quality options for different budgets, family situations and health needs, so you have healthcare you can rely on even if your plan or situation changes.</div>	<div>Care that fits in with your life</div> <div>We partner with local doctors, clinics and hospitals, so you can get the best care at places and times that work for you—and nothing gets in the way of your healthcare.</div>	<div>Straightforward with no surprises</div> <div>From what is covered to what or when you’ll have to pay, we make things simple and clear upfront and answer your questions along the way, so there are no surprises that set you back.</div>
Potential proof points	<ul style="list-style-type: none"><li>• Mission-driven dedication to member health, diversity, equity and inclusion</li><li>• Local presence with teams that reflect the diversity of the members and communities we serve</li><li>• Empathetic brand ambassadors in the community (e.g., at local events, senior homes)</li></ul>	<ul style="list-style-type: none"><li>• Medicaid, Individual and Family, and Medicare options for a wide range of budgets and situations</li><li>• Tools and people to help find the option that’s right for you</li><li>• Seamless transitions between products and doctors if change occurs</li></ul>	<ul style="list-style-type: none"><li>• Coordination of care across member’s care network</li><li>• Partnerships to provide virtual visits preventing the need for additional childcare or time off work</li><li>• Arranging transportation to and from appointments</li><li>• Help finding providers with afterhours or weekend options</li></ul>	<ul style="list-style-type: none"><li>• Plain and simple policy and communications language</li><li>• Dedicated service representatives (e.g., members speak to the same representative)</li><li>• Easy-to-use app with critical information on login</li></ul>

# Brand strategy – audience adaptation

	Understanding you on your terms	Quality options you can rely on	Care that fits in with your life	Straightforward with no surprises
<b>Providers and physicians</b>	<ul style="list-style-type: none"><li>• Better insights into members and patients through connection to health system</li><li>• Know-how to work with doctors and translate insights given our legacy as providers</li></ul>	<ul style="list-style-type: none"><li>• Range of options that enable continuity of care, improving adherence to prescribed regimes even if health plan changes</li></ul>	<ul style="list-style-type: none"><li>• Ease of partnership</li><li>• Ability to create integrated care network</li><li>• Improved appointment attendance</li></ul>	<ul style="list-style-type: none"><li>• Reduced administrative hassle (e.g., fewer claim submission issues, coverage inquiries)</li></ul>
<b>Regulators and community health leaders</b>	<ul style="list-style-type: none"><li>• Community insights learned through local presence and understanding of needs and challenges</li></ul>	<ul style="list-style-type: none"><li>• Ability to improve access to healthcare and facilitate use of insurance and benefits, keeping communities healthier</li></ul>	<ul style="list-style-type: none"><li>• Improved outcomes and integrated care through insights, partnerships and local presence</li></ul>	<ul style="list-style-type: none"><li>• Increased transparency leading to improved member engagement with their insurance and healthcare</li></ul>
<b>Employees and other internal stakeholders</b>	<ul style="list-style-type: none"><li>• Genuine respect and empathy for members and their unique situations</li></ul>	<ul style="list-style-type: none"><li>• Opportunity to contribute to enhanced member health and well-being by matching them with the best healthcare options for their unique needs</li></ul>	<ul style="list-style-type: none"><li>• Critical role in assembling and improving the network of care each member needs</li></ul>	<ul style="list-style-type: none"><li>• Goal to be transparent to increase member confidence in us and their health insurance</li></ul>

# Brand narrative

Health insurance should work *for you*. It should be easy to understand and simple to use. But too often, that's not the case, and getting the most out of your health insurance when you need it ends up feeling like a *never-ending maze*.

We're changing that by creating a clear path to healthcare that's right for you and your loved ones.

We stand for health insurance the way it should be: *straightforward, uncomplicated, and always there when, where and how you need it, so that no matter what hits, you don't have to rearrange your life to make it work*.

At WellSense, we're in it with you at every step. We're at your side and in your communities, to listen and understand your needs. With a range of options that fit your budget, family life and health needs, we make sure you and your loved ones always have access to high-quality care. And we don't stop there.

From helping you manage childcare and finding transportation options to partnering with your doctors and clinics, we work with you to clear the way to the care you need, even if your health plan changes.

We believe surprises have no place in health insurance, so we're upfront about what your plan covers. From what you get and where, to how much and when you'll have to pay, we tell it straight without hiding behind complicated terms.

In everything we do, we put our expertise to work to break through complexity and make healthcare work for you and your family, so you can thrive.

# Brand in copy

Brand in copy key points:

- WellSense is one word – capital W, capital S.
- When used in copy, “WellSense Health Plan” should always be used upon first mention. Thereafter, “WellSense” can be used without “Health Plan.”
- WellSense should never be referenced as “The Plan.” It should be referred to as WellSense or the copy should be edited so there is no need for it there.

When referencing plan names in headlines, the full name of the plan should be used (see below). Upon first mention in copy, the full name should also be used. Subsequent mentions do not need to include “WellSense.”

Full product names:

- WellSense Medicare Advantage
- WellSense Signature (HMO)
- WellSense Choice (HMO)
- WellSense Signature Access (PPO)
- WellSense Added Value (HMO)
- WellSense Essential MCO
- WellSense Clarity plan

**Brand  
voice**



# Brand voice

## Who we are in our communication

# The Empathetic Champion

As The Empathetic Champion, we use our knowledge and expertise to help members feel like we always have their backs. We don't wait around for when they'll need us—we put our data and insights to work to anticipate their needs and create a seamless experience from “hello” to “let's go.”

Members can *stress less* because we keep things simple —and we strive to make it easy for them to take the next step. We don't just say it's handled. We're clear about how it's being handled, and help members understand the choices they're making. We enter every interaction with a warm disposition and a clear perspective that we're here to do right by every member.

	Start with members	Make it relevant and simple	Show the way
Do	<ul style="list-style-type: none"><li>• Frame every story through the eyes of our members</li><li>• Use approachable language that mirrors how people speak in a conversation</li><li>• Lead with honesty and empathy when speaking to our members’ unique challenges and successes</li></ul>	<ul style="list-style-type: none"><li>• Get to the heart of what members need quickly</li><li>• Connect the dots between what we do, how we can help, and what members can expect</li><li>• Demonstrate our knowledge and expertise in a simple, relatable way</li><li>• Demonstrate expertise through our perspectives and outcomes</li></ul>	<ul style="list-style-type: none"><li>• Aim to help our members to look ahead, and focus on their possibilities</li><li>• Use a positive tone, framing issues or challenges as opportunities, or a step on the way to a better outcome</li><li>• Inspire members and prepare them for what’s next using clear calls to action</li></ul>
Don’t	<ul style="list-style-type: none"><li>• Gloss over, minimize or assume the challenges our members might face</li><li>• Talk down to our audiences or assume they’re coming into the conversation with no knowledge of their own</li><li>• Assume a know-it-all tone</li></ul>	<ul style="list-style-type: none"><li>• Use jargon, technical terms or complicated explanations—if necessary, make sure you break it down clearly</li><li>• Oversimplify our language to the point that we aren’t providing enough detail</li><li>• Simply state that we are experts or leaders.</li></ul>	<ul style="list-style-type: none"><li>• Create a vision that’s too lofty and not grounded in reality</li><li>• Overpromise with unrealistic expectations</li><li>• Speak fearfully about challenges</li></ul>

# Visual expression

# Logo

**The WellSense logo is the most visible representation of our brand and the unifying visual element that appears across all communications.**

Our logo is comprised of two elements: the symbol and typography. The symbol of sun with intertwining lines represents partnership and trust.

The WellSense name is illustrated in humanistic letterforms based on the Din typeface. This gives the logo foundational strength while also conveying warmth. The WelllSense logo is solid, dependable and inviting.

Consistent application of this logo is vital in order to reinforce a cohesive brand. With consistent use of our logo, our brand will become an asset that increases in value over time.

[Download logo files here](#)

Symbol



Typography

**WellSense**  
**HEALTH PLAN**

# Logo

## Logo lockups

The horizontal logo may be used in cases when layouts are primarily left aligned or when vertical space is at a premium. The vertical logo may be used when the space calls for compositionally centered artwork or when provided space requires a single-column layout.

## Logo white space

To preserve the integrity and visual impact of the WellSense logo, always maintain adequate white space around it. The space around the logo is an integral part of its design and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.

## Minimum sizing

Always scale the logo proportionally. The logo artwork has been specially drawn to ensure it reproduces clearly and legibly when used in the specified dimensions. Remember not to scale the logo below the approved sizes.



### Minimum Width

Print 1"  
Digital 72px



### Minimum Width

Print 0.7"  
Digital 50px

# Logo + tagline

## Logo and tagline lockups

“We revolve around you.” The logo lockup with the tagline is used in all member-facing and acquisition marketing materials. It should not be used in provider, partner or employee-facing materials.

The approved logo/tagline combinations appear here. When used on translated materials, the tagline should be translated into the appropriate corresponding language. (“WellSense Health Plan” will always remain in English.)



**We revolve around you.**



# Logo colors

The primary version of our logo is full color: gold sun symbol with gray font. This version should be used wherever possible—particularly in cases where our logo is the only form of branding, e.g. promotional items.

After the full-color version, the next preferred logo option is our gold sun symbol with white font.

Single-color logos can also be used, if necessary, on colored backgrounds, images or where black/white is the only option.





# Logo misuse

To maintain the integrity of our WellSense identity, consistent and proper use of the logo is essential.

Here are some examples of how not to use our logo.

Avoiding these examples will help build recognition for the brand. Always use approved artwork in correct colors when working with the logo.



**WellSense**  
HEALTH PLAN



**WellSense**  
HEALTH PLAN

**1. Do not** modify the relationship between the symbol and font.

**2. Do not** modify the logo colors.



**WellSense**  
HEALTH PLAN



**WellSense**  
HEALTH PLAN

**3. Do not** stretch or distort the logo.

**4. Do not** apply graphic effects on the logo.



**WellSense**  
HEALTH PLAN



**WellSense**  
HEALTH PLAN

**5. Do not** create or use the logo in outline form.

**6. Do not** re-color the reversed logo.



# Logo co-branding

Co-branding guidelines visually set the relationship between WellSense and our partners.


We do not support a lock-up of the WellSense logo with any partner logo as a primary form of co-branding.


**Preferred configuration:** For Word document applications/letters, place the WellSense logo in the top right and the partner logo in the top left.

Whenever possible, the full-color version of our logo should be used. When working with partners, please let them know that is our preference.

In addition to the best practices here, all logo guidelines should be referenced to ensure proper use and implementation.

## Preferred configuration





{LetterDate}

CONFIDENTIAL

{DrNameCombined}

{DrAddressComplete}

Re: Approval Notification

Member name: {MemberNameFormatted}

Member DOB: {DOB}

Member ID #: {MemberID}

Dear {DrNameCombined}:

eviCore healthcare (eviCore) performs medical necessity and utilization review for select services on behalf of (WellSense).

This letter is in response to a recent request, received on {EpisodeDate}, for the following service(s) for {MemberNameFormatted}:

The request has been approved and the details are below:

Authorized Start Date: {AuthorizationStartDate}


Last Authorized Date: {ExpirationDate}


Reference ID: {EpisodelD}


The Reference ID number listed above is not a guarantee of payment. Actual payment is contingent on the verification of medical necessity, benefit availability, and the member's eligibility with WellSense on the date of service.

Payment by WellSense is payment in full: this means that you accept such payment as full payment for the services the member received and that you will not balance-bill the member for any additional charges other than any member cost-sharing that may apply per the Member Handbook.

If you are a non-network [or non-participating] provider (a provider who does not have a contract with WellSense) and you render services to the member, then you are agreeing to accept WellSense's rates for your services. In addition, you may not bill any additional amount to the member.

 Public Information





[Date]

[Member full name]

[Member street address]

[City, State, Zip Code]

Dear [Mr/Ms/Parent or Guardian of Member Name]:

I am writing on behalf of Carelon Behavioral Health Strategies, LLC, on behalf of WellSense Health Plan to confirm that you withdrew your grievance on [insert withdrawal date].

During our telephone conversation/During your conversation with [specify if Member spoke with Member Services] on [insert date], you stated the reason for your withdrawal to be [insert summary of Member's reason for withdrawing request].

If you have any questions, please contact me directly at [insert direct number of Appeals & Grievances Specialist].

Sincerely,

[Name of Appeals & Grievances Specialist]


Appeals & Grievances Specialist

cc: file# [insert Member ID#]

Requesting Provider/Authorized Appeal Representative (if applicable)

Carelon Behavioral Health Strategies LLC, is a Carelon Behavioral Health Company

CARELON BEHAVIORAL HEALTH STRATEGIES, LLC | P.O. Box 1856 Hicksville, NY 11802 | t. 888-217-3501 | f. 781.994.7600 www.CarelonBehavioralHealth.com



**Do not** create a lock up of any style with the WellSense logo.

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# Typography

The Red Hat family was chosen for its simple and straight-forward quality. It is a utilitarian typeface that provides legibility and readability at any given size, optimized for both print and digital communications.

We use only Red Hat Text and Red Hat Display across all applications to ensure brand consistency. Various weights are available to create **visual hierarchy**.

Download Red Hat Text font [here](#).  
Download Red Hat Display font [here](#).

### Typographic treatment

Any font that is regular weight is Red Hat Text, Regular.  
Any font that is bold weight is **Red Hat Display, Bold**.

### Default font

Arial is an alternate typeface when Red Hat Display is not available. These cases may include applications that cannot embed fonts such as PowerPoint®, Word®, etc.

Arial Black      **Arial Bold**      Arial Regular

The Red Hat family is our primary typeface. It is simple, clear, bold, yet approachable.

Red Hat Display, Bold  
Red Hat Text, Regular

## Main headline in Red Hat Display, Bold

### Subhead in Red Hat Display, Bold.

Body copy in Red Hat Text, Regular. At WellSense, we’re in it with you at every step. We’re at your side and in your communities, to listen and understand your needs. With a range of high-quality options that fit your budget, family life, and health needs, we make sure you and your loved ones always have access to high-quality care. But we don’t stop there.

# Typography misuse

In order to reinforce brand familiarity, it is essential to maintain a clear and effective typographic language at all times.

Red Hat should never be substituted with anything other than Arial. Do not manipulate typography.

## ~~BENEFITS AVAILABLE UNDER MEDICARE~~

- Visits with a doctor for your routine healthcare
- Visits with specialists
- Telehealth behavioral health support where you can talk to a counselor or psychiatrist online or through a mobile app
- Emergency room visits in an emergency
- Screenings for diabetes, allergies, heart disease, etc.

1. **Do not** use all-caps for headlines.

Care that fits  
in with your life

~~We partner with local doctors,  
clinics and hospitals, so you  
can get the best care at  
places and times that work  
for you—and nothing gets in  
the way of your healthcare.~~

2. **Do not** switch typographic styles and hierarchy of contents.

## Care that fits in with your life

~~WE PARTNER WITH LOCAL DOCTORS,  
CLINICS AND HOSPITALS, SO YOU CAN GET  
THE BEST CARE AT PLACES AND TIMES  
THAT WORK FOR YOU—AND NOTHING GETS  
IN THE WAY OF YOUR HEALTHCARE.~~

3. **Do not** use all-caps in body copy.

~~Surprise!  
Insurance with  
no surprises.~~

Surprise!  
Insurance with  
no surprises.

4. **Do not** use Red Hat Text Bold. Use Red Hat Display Bold.

# Colors

Color is a flexible and powerful way to communicate our brand identity. Our color palette is modern and optimistic. Our core colors were chosen to express our positive outlook and to emphasize key messages across our communications.

White space is a key element to our brand. We use color very deliberately, to emphasize and highlight information.

Our primary color is gold. It is supported by white and neutrals, and accented by punchy secondary and tertiary colors. The color proportion on this page should be applied in our applications.

# Color palette

The WellSense brand is primarily gold and gray. These colors are the foundation of our brand, along with the use of white space.

When using color, it should be used sporadically and intentionally. Colors should draw the eye to important information—starting with gold and gray and moving further into our palette when necessary.

When our brand colors are used on-screen they should visually match as closely as possible to our printed colors. Use the RGB breakdown or Hex value indicated here for digital applications to minimize variation of colors.

## Primary palette

WellSense Gold		WellSense Gray		WellSense White	
PMS	7549 C	PMS	7540 C	CMYK	0/0/0/0
CMYK	0/31/100/0	CMYK	67/54/46/40	RGB	255/255/255
RGB	255/182/0	RGB	75/79/84	HEX	#ffffff
HEX	#ffb600	HEX	#4b4f54		

## Secondary palette

WellSense Light Gray		WellSense Green		When an accent color is needed, green is our default accent color.
PMS	COOL GRAY 3C	PMS	6173 C	
CMYK	18/13/10/0	CMYK	87/23/100/10	
RGB	200/201/199	RGB	8/133/66	
HEX	#c8c9c7	HEX	#088542	

## Tertiary palette

WellSense Purple		WellSense Red		WellSense Blue	
PMS	2715 C	PMS	3516 C	RGB	7/95/158
CMYK	52/47/0/0	CMYK	0/88/100/0		
RGB	139/132/215	RGB	220/53/19		
HEX	#8b84d7	HEX	#dc3513		
				HEX	#075f9e

Our tertiary palette should be limited to 10% or less of the total color on a page. We only use light purple if needed. Our red is reserved typically for alert concepts. Our blue is reserved for hyperlinks.




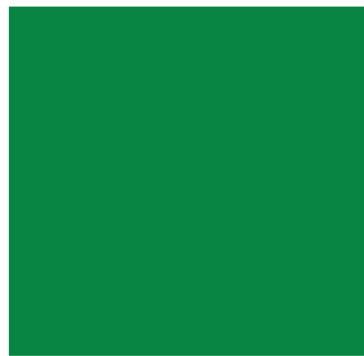



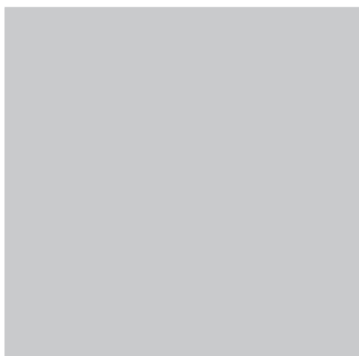
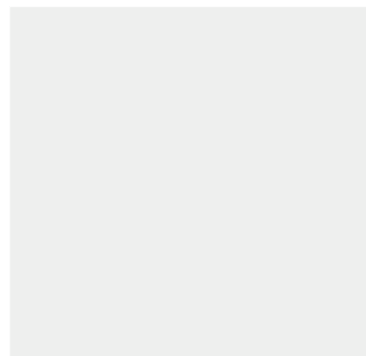

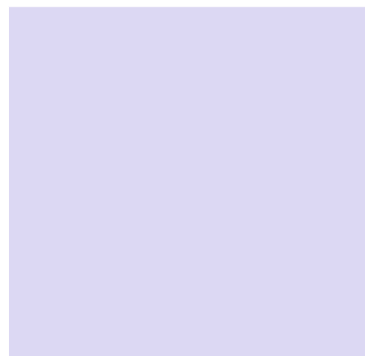



# Color tints



While not part of our primary palette, tints can be used to help communicate effectively.

The most widely used tint in PowerPoint and marketing materials is the 30% light gray, seen here, which is Hex #efefee. This tint is typically used for elements such as callouts, background fields or column colors.

When coloring a table and additional colors are required, tints from our extended palette can be used.

					
					
30% Gold Hex #ffe9b2	30% Dark Gray Hex #c9cacc	30% Light Gray Hex #efefee	30% Green Hex #bcd9c3	30% Light Purple Hex #dcdaf3	30% Red Hex #f4c2b8

## Table example with tint usage

Comparing options: Original Medicare vs. Medicare Advantage (Part C)	
<div><div></div><div>Coverage</div></div>	
<div><div>Original Medicare</div><div>Members can join a separate Medicare prescription drug plan (Part D) to get drug coverage</div></div>	<div><div>Medicare Advantage (Part C)</div><div>Medicare prescription drug coverage (Part D) is included in most plans. In most types of Medicare Advantage Plans, members can't join a separate Medicare drug plan</div></div>
<div><div></div></div>	

# Color contrast

## The importance of accessibility\*

All content should be designed with accessibility in mind. Not all of our brand colors are accessible in every way.

The examples on this page represent the only approved and accessible text/background color combinations that can be used.

\*All digital designs must be compliant with The Web Content Accessibility Guidelines (WCAG) 2.0.

Only brand/accessibility approved text/background color combination

The future looks bright with WellSense

Background: Gold  
Text: Dark Gray

The future looks bright with WellSense

Background: Dark Gray  
Text: White

The future looks bright with WellSense

Background: Light Gray  
Text: Dark Gray

Only brand/accessibility approved text color on white/light background

The future looks bright with WellSense

Text: Dark Gray

The future looks bright with WellSense

Text: Green



# Photography

**Our photography captures everyday moments of our members, providers and the communities we serve.** Our membership is represented by different ages, races, abilities and income levels; our photography should match.

Whether shooting original photography or selecting stock images, we base our decisions on a common set of attributes.

**Compositions:** To intensify a moment or make it more energetic, we might crop in a way that feels natural and candid.

**Focus:** Focal depth should always be considered with clear intent.

**Settings:** Settings should be simple and realistic, without clutter that distracts from the main subject.

**Lighting:** Lighting should feel natural, with crisp exposure and ample contrast.

**Style:** To remain honest, lifestyle shots are never staged looking or overly processed. They are still moments of real life.

**Activities:** Pick moments that are relatable to our audiences.

**Subject:** We should always feature the right target audience to build connection with our customers.





**Imagery should be candid and sincere, like we've captured a brief, realistic moment in time.**

Our imagery needs to be believable and, to that end, even embracing a bit of imperfection might make an image appear more authentic. Sometimes the moments between the moments provide the best sense of energy and reality.

In selecting imagery, we should also keep our specific audiences, lifestyles and environments in mind. This will vary based on product type and location. We strive to have brand colors in photography that are natural and complimentary, with a focus on gold.

We never use images that depict overly sensitive or potentially frightening aspects of healthcare.



Massachusetts membership

New Hampshire membership





# Photography misuse



**1. Do not** use unnaturally or overly posed imagery.



**2. Do not** use cliché images depicting medical concepts or office materials.



**3. Do not** use dark or poorly lit images.

# Graphic elements

## Visual interest

Graphic elements play a key role in giving our branding both distinction and unity. They enhance visual appeal and help reinforce the core principles of the brand.

When using the WellSense tab, be mindful of the alignment and placement of the tab in relation to copy. The visuals to the right are the correct examples of spacing, size and usage.

**Native files are available upon request.**

### WellSense tab

The WellSense tab is used for headline treatments and sectional tabs.



## Headlines

The most common application of our tab is above a headline, with the tab introducing stability, heirarchy and brand color.

## Headlines



### Subheads used under the tab

The tab can also be used between headlines and subheads to create visual division and support brand color.

## Headlines in bar

A larger tab version can be used as a background element to emphasize a header or subhead.

### Rising sun symbol

The rising sun is exactly half of our sun symbol. It is used for visual interest in certain instances as depicted here. The sun should only be the WellSense Gold or white in color.



# Shapes and shadows

We favor simplified shapes with rounded corners in our branding. Whenever possible, please use rounded corners.

If using a line as a divider, ensure the caps are always rounded.

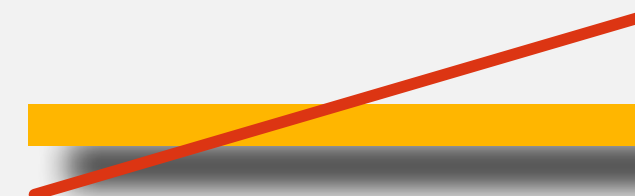
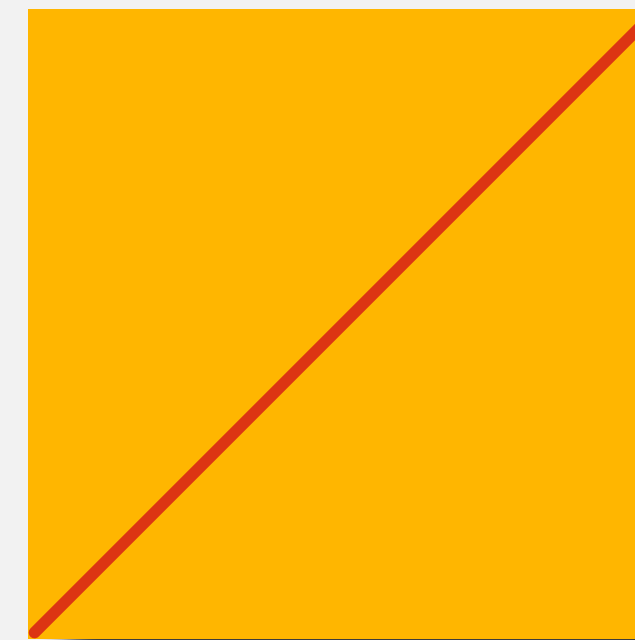
## Drop shadows

Avoid the use of drop shadows.

Correct



Incorrect



# Iconography

## Approved icons

WellSense icons are simple and straightforward in order to effectively communicate the brand's offerings. The icon style is intended to clearly convey concepts and should be used as a foundational reference for future icon designs.

All icons are line-art style as shown here and appear either dark gray and green or white and green (when on a dark gray background).

[Visit the latest icon library here.](#)



Correct



Correct

## Examples of incorrect icon styles



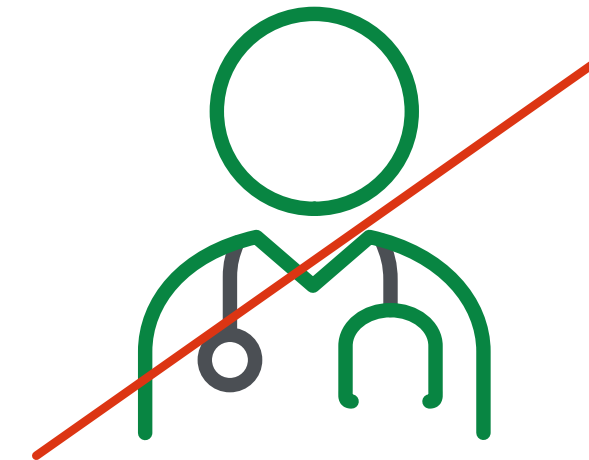
**DO NOT** use colors outside of our approved color style.



**DO NOT** use fills.



**DO NOT** use line weight that is heavier than our standard.



**DO NOT** use green as the predominant color. Green is the accent color.



**DO NOT** use over stylized graphics. We depict people and concepts with circular, simple shapes. All strokes have a rounded cap.

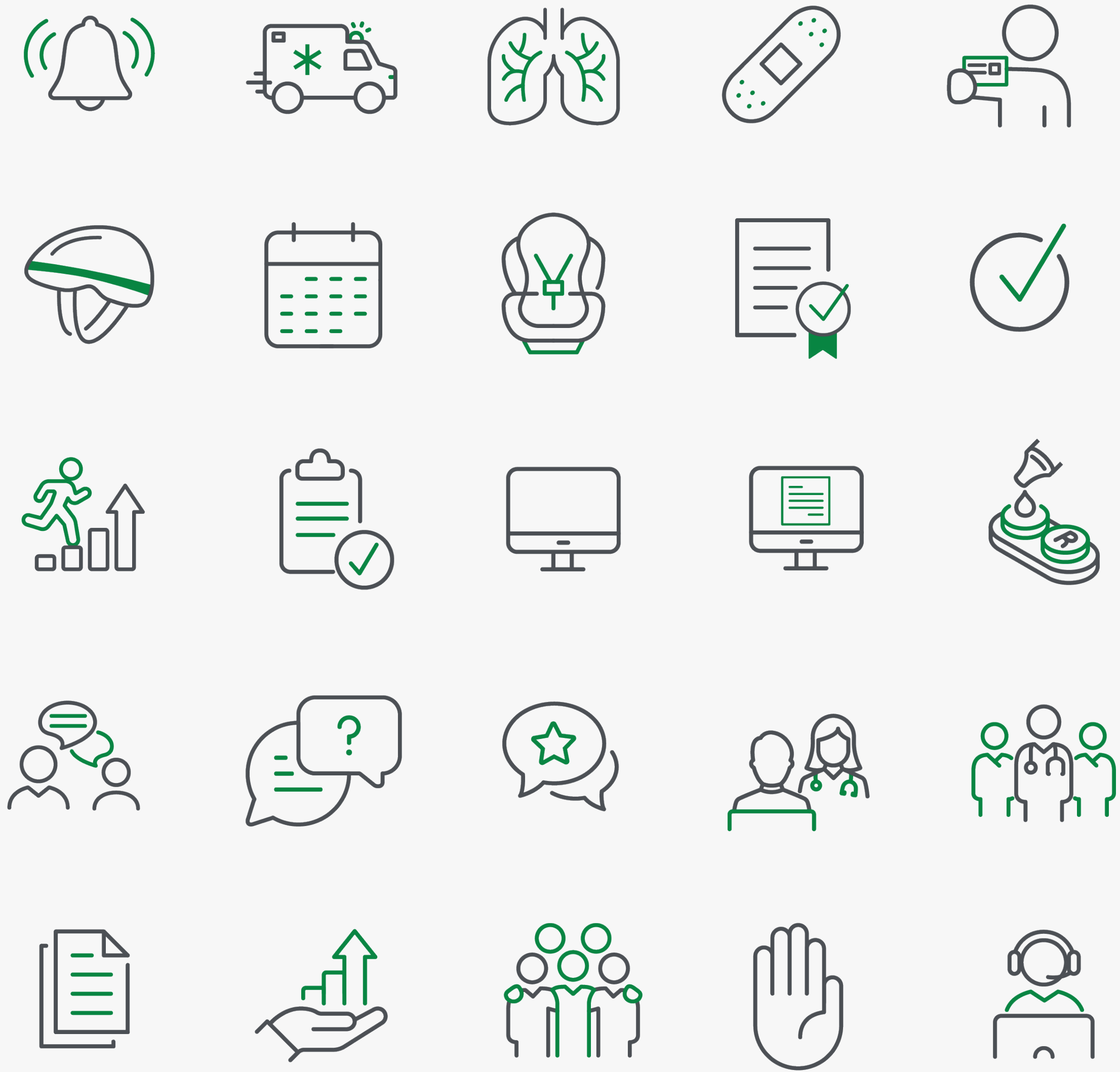
# Iconography

## Approved icons

This is just a sampling of the approved icons that can be downloaded at the link below. If you need a specific icon and are not finding it in the library (link below), please contact [brand@wellsense.org](mailto:brand@wellsense.org). The library is updated often and should be checked periodically. Do not create icons or use Microsoft-supplied libraries.

If you need icons in a special file format, contact the Brand team.

[Visit the latest icon library here.](#)



# Digital design



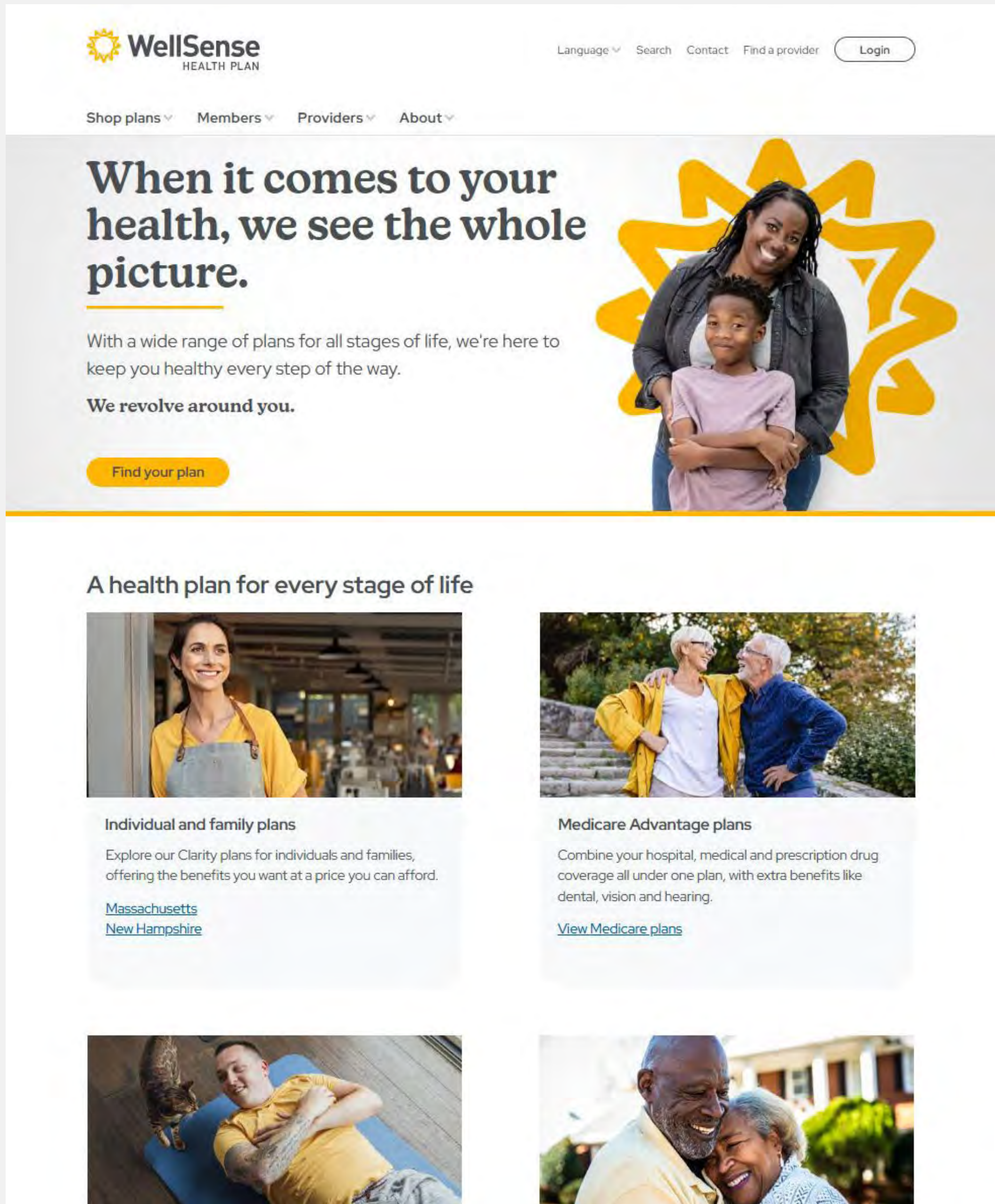
# Digital design

As with the rest of our branding, white space is key in digital design. The WellSense Gold should be used for buttons. Our secondary colors may be used as accents, icons, background or to call out information.

As previously mentioned, accessibility guidelines must be followed.

Imagery and icons should be used to help tell our story.


## Homepage





# Branded examples

Stationery




Heather Thiltgen

Chief Executive Officer

heather.thiltgen@wellsense.org  
T 000 000 0000 | C 000 000 0000

100 City Square, Suite 200  
Charlestown, MA 02129

wellsense.org



100 City Square, Suite 200  
Charlestown, MA 02129

wellsense.org

First Name Last Name  
Stree Address  
City, State, Zip

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Sincerely,  
WellSense Health Plan



100 City Square, Suite 200  
Charlestown, MA 02129

Important plan information

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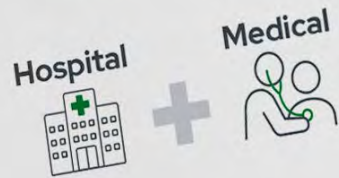


Section 2

Comparing Original Medicare  
and Medicare Advantage

Coverage

Original Medicare



Original Medicare is the coverage that is provided by the federal government for eligible individuals. This includes hospital and medical coverage. There are no additional benefits and you would need to get a separate prescription drug (Part D) plan.

Medicare Advantage

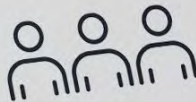


Medicare Advantage is provided by a private, Medicare-approved insurance company, like WellSense Health Plan. Many people prefer Medicare Advantage (Part C) plans to get their Medicare coverage because they combine most or all of your benefits into one plan under one insurer.\*

\*A Medicare Advantage plan is required to cover everything that Original Medicare covers except for hospice care. Hospice care is covered by Original Medicare and hospice benefits continue to be covered by Original Medicare even if you have a Medicare Advantage plan.

Doctors and hospitals

Original Medicare



In most cases, you can go to any doctor, healthcare provider, hospital or facility that accepts Medicare and accepts new Medicare patients.

Medicare Advantage



You must see doctors in your plan's network who work together to coordinate your care.

Cost

Original Medicare



You are required to pay your Part B monthly premium. This may be covered by Medicaid if you have it.

With Original Medicare, you typically have higher copays and coinsurance or a higher deductible. Original Medicare pays for much, but not all, of the cost for covered healthcare services and supplies.

There is **no yearly limit** (or maximum) for what you could pay out of pocket, so your costs can continue to rise as your care needs grow.

Medicare Advantage



You are required to pay your Part B monthly premium. This may be covered by Medicaid if you have it. Medicare Advantage plans have a monthly premium, though many have a \$0 premium.

Medicare Advantage plans generally have lower copayments, coinsurance and/or a smaller deductible or no deductible.

There is a yearly limit (or maximum) for what you could pay out of pocket each year.



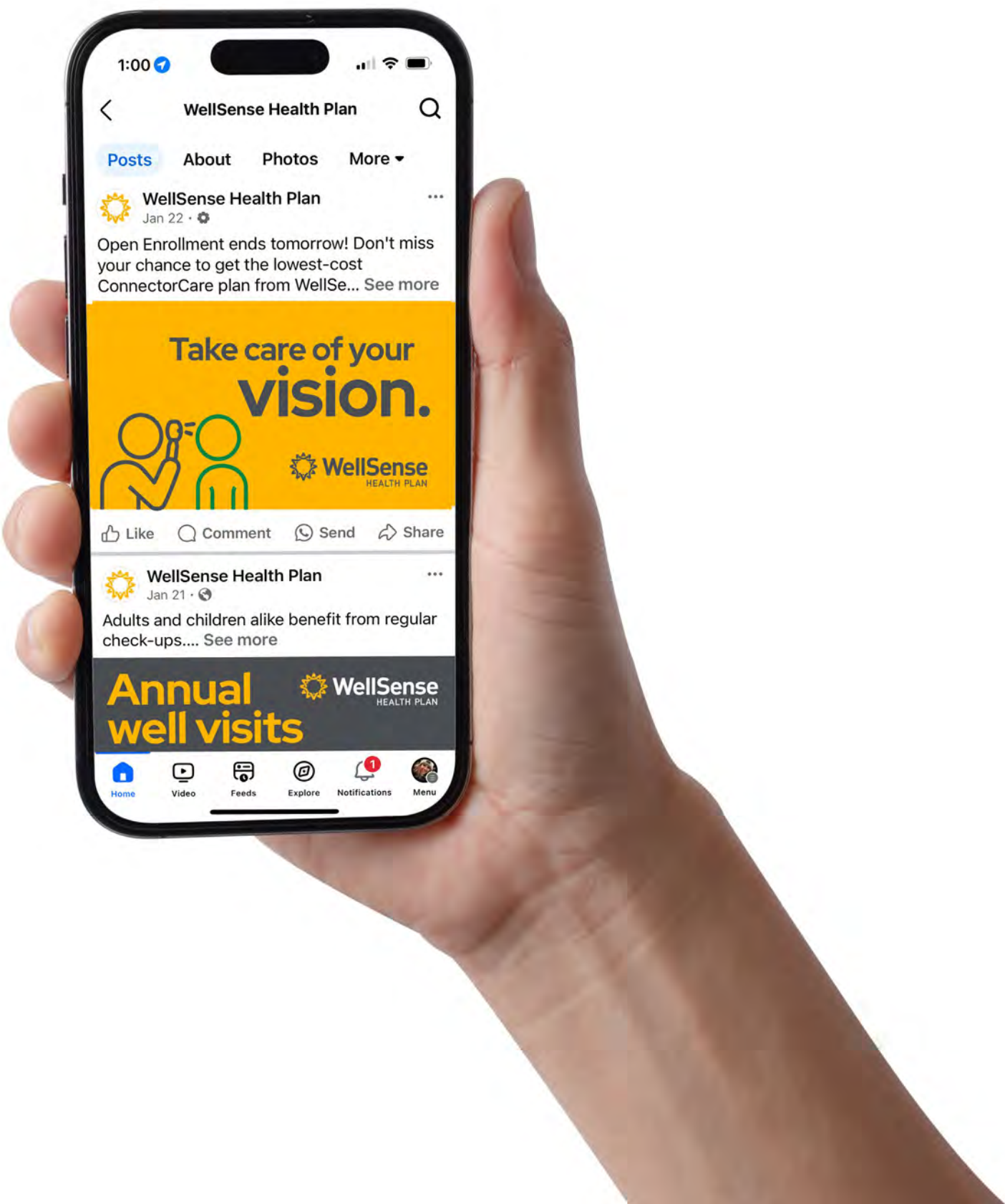




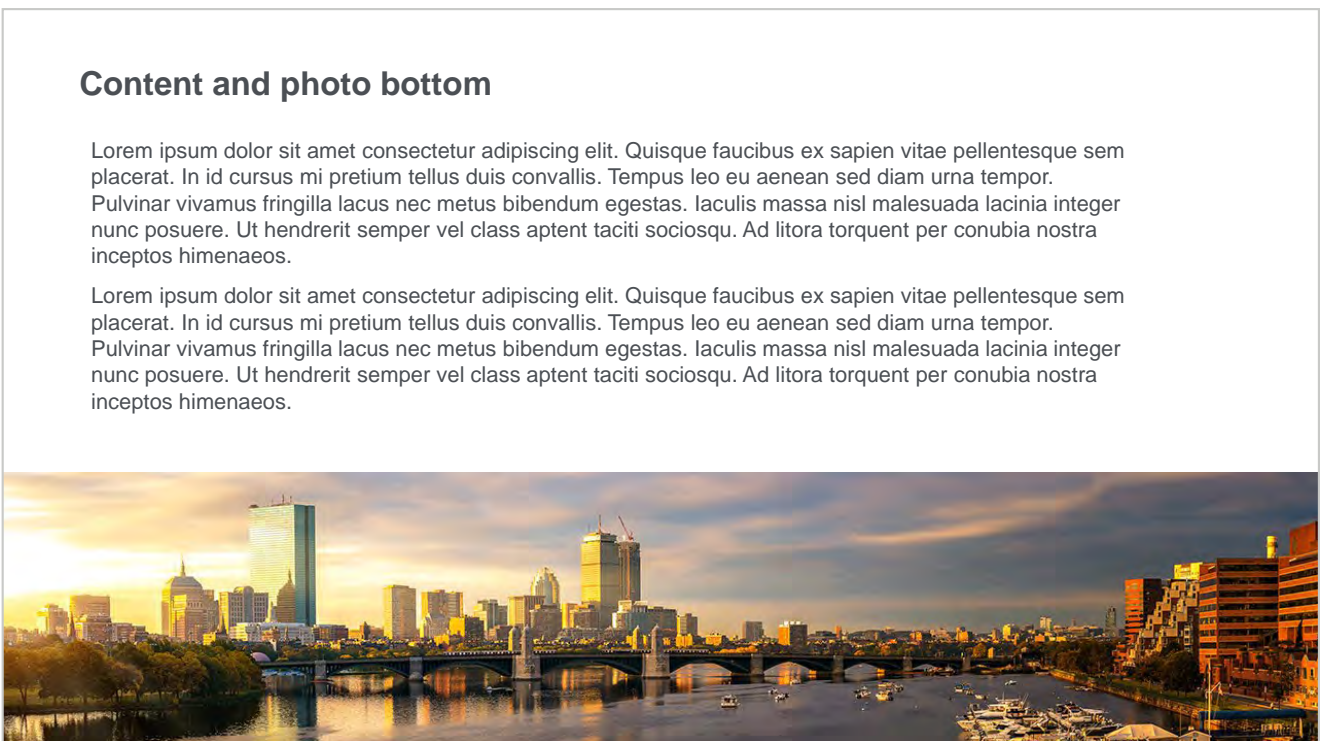
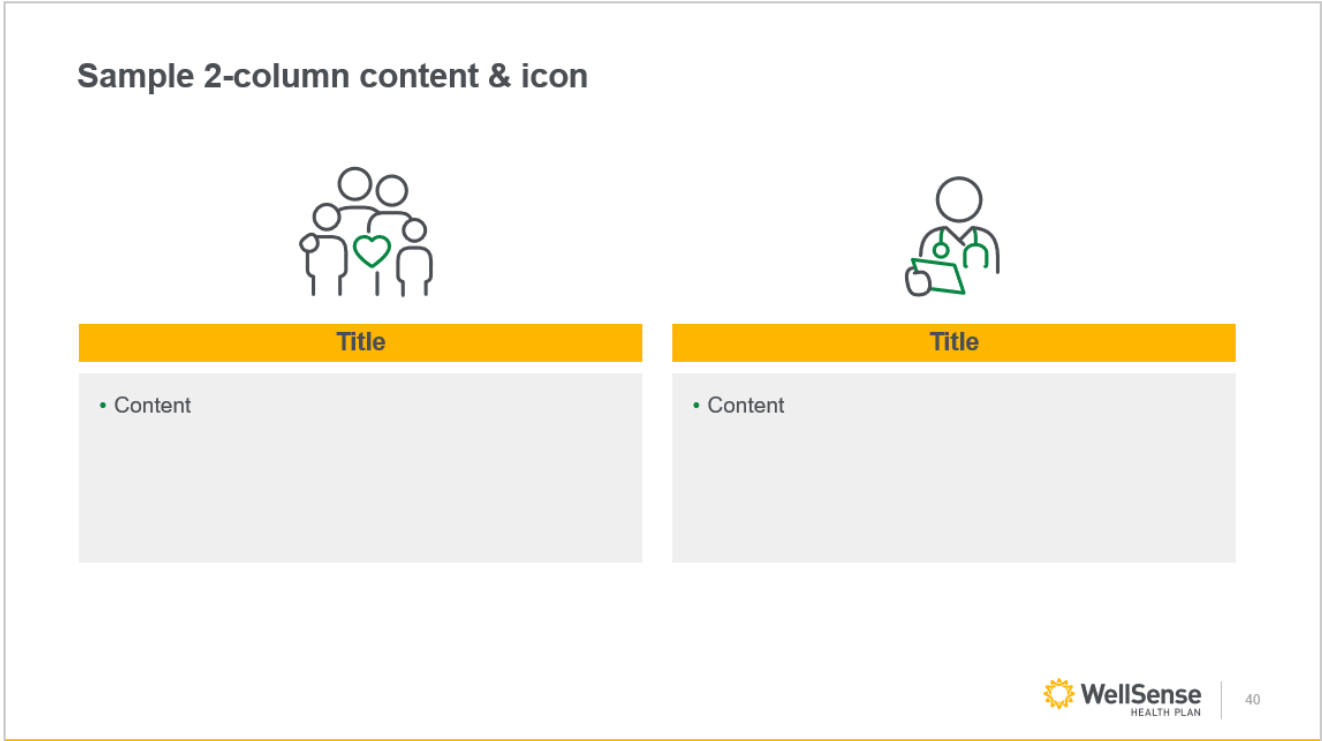
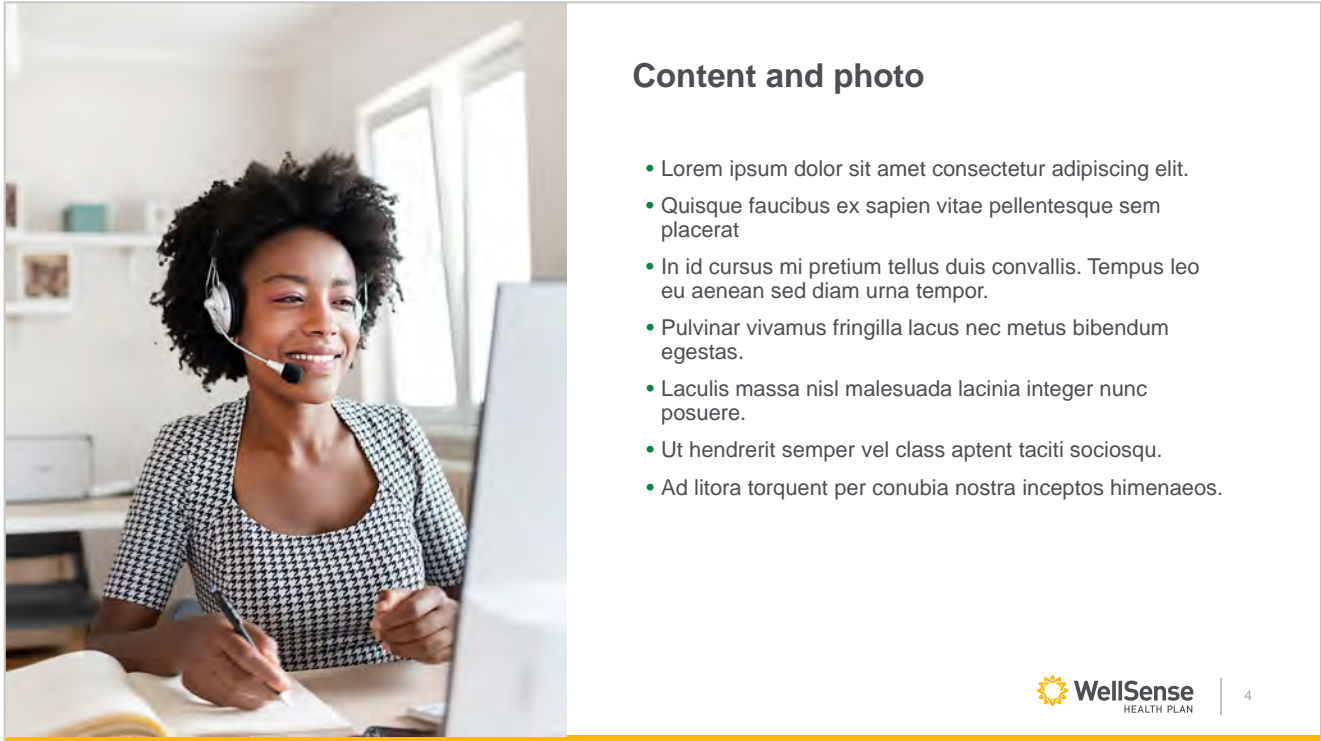
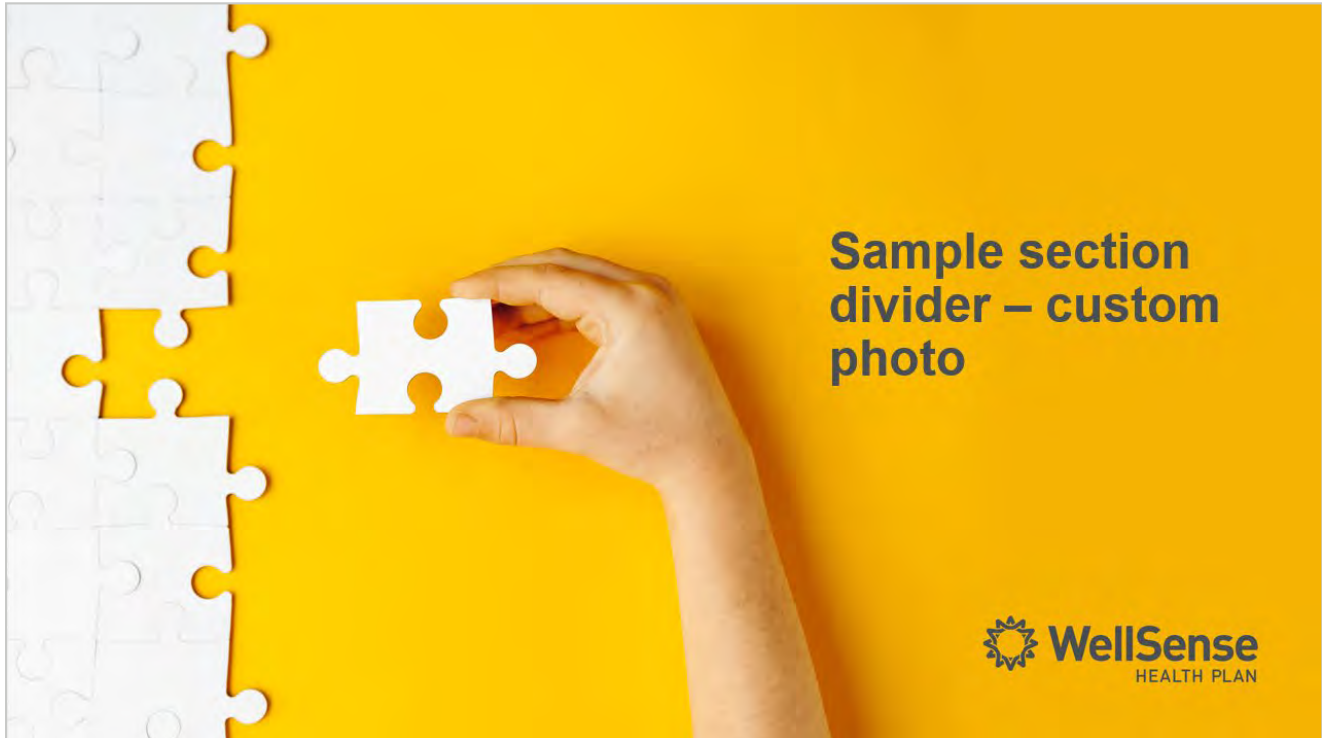
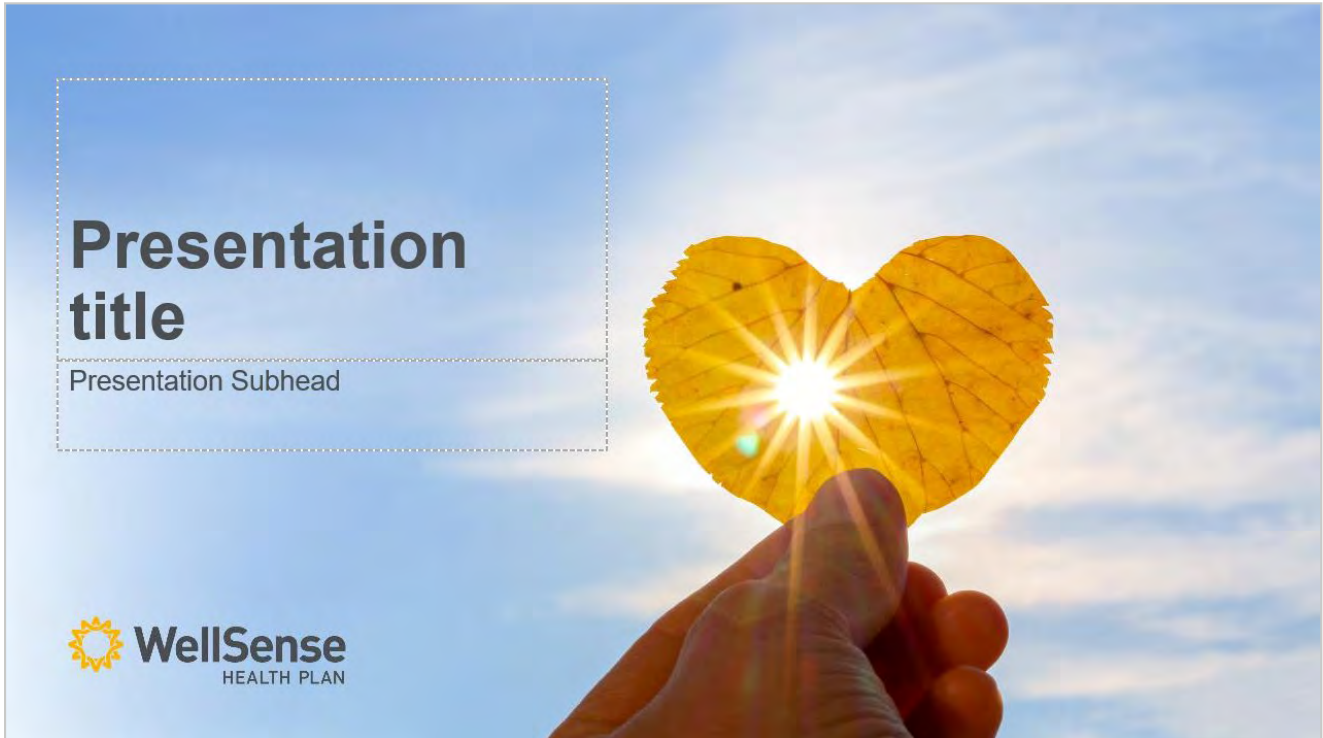














# When it comes to your health, we see the whole picture.

We take the time to learn about the whole you—so that you have what you need to be healthy in all areas of your life.



**WellSense**  
HEALTH PLAN


We revolve around you. | [wellsense.org/revolve](https://wellsense.org/revolve)






Your well-being is at the center of everything we do.

[Learn more](#)



[Learn more](#)

We revolve around you.



**WellSense**  
HEALTH PLAN

[Learn more](#)

# We support health needs and life needs.



**WellSense**  
HEALTH PLAN

We revolve around you. | [wellsense.org/revolve](https://wellsense.org/revolve)





# Whole health requires a circle of support.

We believe the more support you have, the healthier you'll be. So we connect you to the resources you need for whole health. Let us be part of your inner circle.



**WellSense**  
HEALTH PLAN

We revolve around you. | [wellsense.org/revolve](https://wellsense.org/revolve)













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For more information,  
please contact the brand team:  
[brand@wellsense.org](mailto:brand@wellsense.org)

