

Health Plan

MISSION GUIDE

GUIDELINES FOR A SUCCESSFUL
2025 THEME ROLLOUT

MISSION THEME

Introduction

We're a Medicare Advantage plan with a MISSION.

When a plan is designed by doctors who know how Medicare should work, you get more compassion, more convenience and more of a connection with the people who care for you.

You get a Medicare Advantage plan with a mission, brought to you by providers in your community who work together to remove obstacles, treat you with compassion and deliver the best care possible.

Theme Narrative:

This versatile theme recognizes that everyone — each member/prospect, provider and agent/broker — has a mission, too. Whether it's finding an affordable health plan, improving patient care or exceeding customer service expectations, we're all working toward something better. That's what makes us a Medicare Advantage plan with a mission.

Theme Objective:

- Enhance the Health Plan's brand as a local, doctor-led Medicare option with superior, integrated care
- Be bold and disruptive, while maintaining a warm and friendly voice
- Support placement of key supplemental benefits, such as cash back
- Communicate the depth of the Health Plan's provider network

What's Inside:

1. VISUAL ELEMENTS

Photography: Guidelines for imagery, such as the tone, lighting and composition that align with the brand.

Graphics: Specific design elements that should be used, along with sizing and positioning rules.

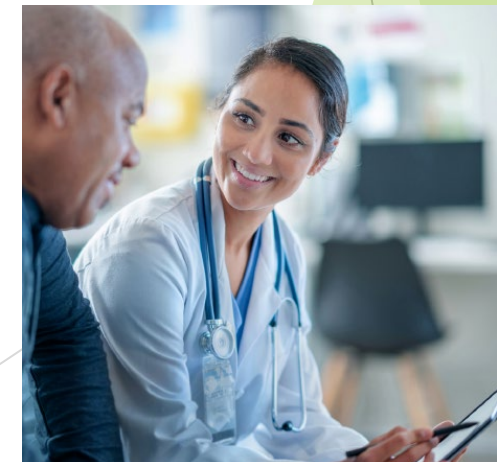
- ✓ Fonts and text styles that align with the theme
- ✓ Note papers
- ✓ MISSION lockup variations
- ✓ Ministry versioning

2. TONE AND VOICE

Writing Style: Instructions on the language, tone and style to use in content.

- ✓ Includes four different perspectives: member/prospect, plan, provider and agent/broker
- ✓ Includes a library of theme "notes"
- ✓ Includes library of MISSION lockups

3. THEME EXAMPLES



VISUAL ELEMENTS

Photography

Theme imagery should reflect a clear mission message. The purpose of each message is to highlight how the plan meets its members' needs — from having a doctor-designed structure that makes health care easier to providing benefits that help them reach their health goals and save money.

When the focus is on how the plan is supporting a member's personal mission, the photography should feel empowering. Other photography should focus on candid lifestyle images or genuine interactions with health care providers.

HEALTH PLAN/PROVIDER PERSPECTIVE



MEMBER/PROSPECT PERSPECTIVE



VISUAL ELEMENTS

Graphics

The MISSION lockups are simple, bold reminders of what the plan can help its members achieve.

Sometimes, it's as simple as saying, "MISSION ACCOMPLISHED." Other times, the language is more nuanced to pair with a handwritten note or specific content.

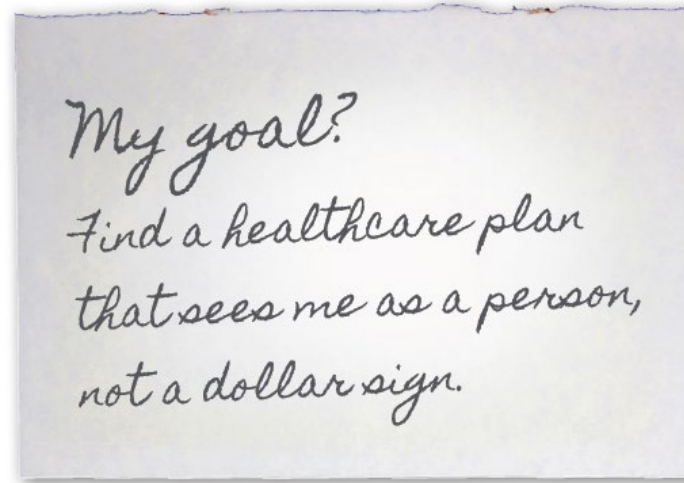
MISSION WELLNESS

Handwritten notes are a shared visual element that create a thread of consistency across different deliverables. But they're more than that, too.

They are a powerful storytelling element providing a warm, friendly juxtaposition to the bold MISSION lockups. Audiences can relate to these simple notes — which collectively communicate that this plan really understands Medicare eligibles.

Notes (use sparingly so as not to overwhelm the design)

Paper Options



Careful consideration goes into the design, thematic elements and content of each deliverable to build awareness and maximize lead generation.

Each deliverable has several design elements that can be customized to reflect an individual ministry's brand palette to appeal to local audiences.

TONE & VOICE

Messaging

VOICE

This theme should use a friendly, conversational voice to convey that the plan is an approachable neighborhood health plan. It's important that the voice is also confident, yet humble, in order to gain prospects' trust.

TONE

The primary tone for this theme is empowering and optimistic. However, the secondary tone can vary by communication objective. For example, while a welcoming tone is usually used for introductory communications, a more urgent tone is usually preferred for later touchpoints — especially the final communication before the AEP ends.

Addressing the “What’s in it for me?” for prospects

The paragraph below is a great example of our conversational voice and positive tone. It describes the benefits of choosing the plan in a genuine, down-to-earth way.

“When you choose Trinity Health Plan of Michigan, you get an affordable Medicare Advantage plan that was designed by doctors to give you easier access to the care you need. No hoops, no hurdles, no paperwork to slow you down. It’s different, it’s personal and it’s only from Trinity Health Plan of Michigan!”

Different perspectives

The notes provide insights from various perspectives: prospects/members, providers, and brokers/agents. The MISSION lockup words reflect what the plan can do for prospects/members.

I'm choosing a plan that makes it easy to use my benefits.

(Sample note message)

MISSION MEMBER FOCUSED

(Sample MISSION lockup)

Notes from the POV of PROSPECT/MEMBER

tone & voice

Notes Library

The “notes” library is meant to be used as a guide. Some layouts may require vertical notes, while other layouts may work best with square or horizontal notes.

The two fonts provided can be used to fit the personality of the photography.

My mission?
20 laps
before breakfast!

My goal?
Find a health care plan
that sees me as a person,
not a dollar sign.

I'm focused on
finding a plan that
won't bury me
in paperwork.

I want a plan that covers dental –
so I don't have to cover my smile.

Notes from the POV of **PROVIDER**

My purpose is
your wellness.

My goal is to get
to know you as
a person –
and as a patient.

My mission:
Cut through the
red tape so you
don't have to.

Notes from the POV of **BROKER/AGENT**

My mission?
Help you rock
enrollment.

I want you to love
your Medicare
Advantage plan.

TONE & VOICE

MISSION Lockup Library

A MISSION lockup library is provided to highlight the perks of the Health Plan, including its not-for-profit structure, benefits and the fact that it's doctor designed.

The MISSION words can be used with certain notes to highlight specific aspects of the Health Plan in a deliverable.

MISSION Lockup — Broker/Agent

(Preferred treatment shown in Trinity Health Plan colors)

MISSION

POSSIBLE

MISSION

ACCOMPLISHED

MISSION

BETTER SERVICE

MISSION

LOVE YOUR PLAN

MISSION Lockup — Health Plan*

(Core color treatment shown for Trinity Health Plan)

MISSION

POSSIBLE

MISSION

PERSONAL

MISSION

ACCOMPLISHED

(Core color treatment shown for Mount Carmel MediGold)

MISSION

AFFORDABLE

MISSION

WELLNESS

MISSION

COMPLETE CARE

MISSION

CONVENIENCE

(Core color treatment shown for Saint Alphonsus Health Plan)

MISSION

TOTAL SUPPORT

MISSION

BETTER CARE

MISSION

BETTER BENEFITS

(Core color treatment shown for MercyOne Health Plan)

MISSION

MEMBER-FOCUSED

MISSION

HERE FOR YOU

MISSION

BETTER EXPERIENCE

MISSION

IN IT TOGETHER

THEME EXAMPLES

Photography & Messaging Pairing

Be thoughtful when choosing imagery. Below are a few examples of how photography can tie to notes, benefits and MISSION lockups.

PHOTO EXAMPLE	NOTE	BENEFIT/PROOF POINT	POINT OF VIEW	MISSION LOCKUP OPTION
	My mission? 20 laps before breakfast!	Fitness benefit	Prospect/member	MISSION POSSIBLE MISSION ACCOMPLISHED MISSION WELLNESS MISSION TOTAL SUPPORT MISSION PERSONAL
	I want to feel my best so I can enjoy our time together.	Doctor-designed plan, provider network, benefits	Prospect/member	MISSION POSSIBLE MISSION ACCOMPLISHED MISSION BETTER CARE MISSION WELLNESS MISSION HERE FOR YOU
	I don't want to miss a <i>single word!</i>	Flexible Benefit Card, hearing benefit	Prospect/member	MISSION POSSIBLE MISSION ACCOMPLISHED MISSION HERE FOR YOU MISSION BETTER BENEFITS MISSION COMPLETE CARE
	My mission: Cut through the red tape so you don't have to.	Doctor-designed plan	Provider	MISSION POSSIBLE MISSION ACCOMPLISHED MISSION MEMBER-FOCUSED MISSION CONVENIENCE MISSION COORDINATED CARE
	My mission? Make it easy for you to enroll in the plan that checks all the boxes.	Exceptional customer service	Broker/Agent	MISSION POSSIBLE MISSION ACCOMPLISHED MISSION MAKE IT EASY MISSION BETTER SERVICE