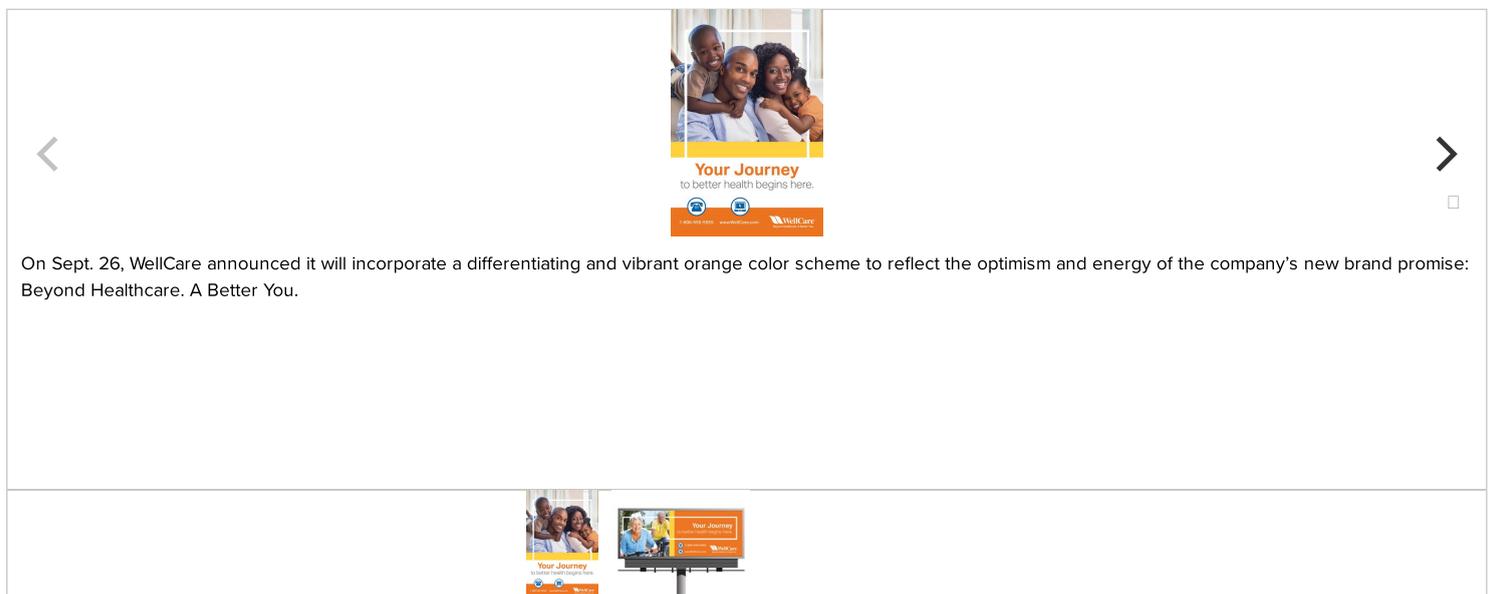


# WellCare Unveils New Corporate Brand Positioning Focused on Holistic Health



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**WellCare Health Plans, Inc.** □  
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TAMPA, Fla., Sept. 26, 2017 /PRNewswire/ -- WellCare Health Plans, Inc. (NYSE: **WCG**), a leading provider of Medicaid, Medicare Advantage and Medicare Prescription Drug Plans, today announced a refreshed corporate brand position to complement the company's commitment to delivering a differentiated approach to healthcare. That positioning will be communicated through the tagline of *Beyond Healthcare. A Better You.*



On Sept. 26, WellCare announced it will incorporate a differentiating and vibrant orange color scheme to reflect the optimism and energy of the company's new brand promise: *Beyond Healthcare. A Better You.*

For more than 20 years, WellCare has been helping members live better, healthier lives by taking an integrated, holistic approach to care and connecting them to needed programs and services – many of which go beyond just healthcare. This unique approach resulted in the company's new brand promise.

"At WellCare, we understand being healthy is affected by so many parts of your daily life," said Ken Burdick, WellCare's CEO. "We pride ourselves on connecting members to the right care, at the right time and in the right setting. Whether it's helping them find the right doctors or specialists to manage their conditions, or connecting them to needed social services through care management to help address social and economic barriers to care, we believe an integrated approach means a better you."

This approach is based on the understanding that vulnerable populations cannot prioritize their health when their basic social needs, such as housing, food, education or transportation are not met. "While we cannot 'fix' members' lives or lifestyles, we can assist them with other resources that get them on the path to a better you," continued Burdick.

WellCare partners with more than 150,000 social service agencies to remove social barriers to health and help members on their healthcare journey. WellCare has been able to improve access and outcomes and reduce costs in areas such as inpatient spending, emergency room use and more.

Research showed that WellCare's brand position and tagline *Beyond Healthcare. A Better You.* resonated with the company's key audiences, including Medicaid and Medicare consumers, providers and the company's associates.

To further communicate this promise, WellCare has refreshed its corporate color palette. Just as WellCare has differentiated itself from the industry through its commitment to removing barriers to healthcare, it will now differentiate the look and feel of the organization to better reflect the optimism and energy of *Beyond Healthcare. A Better You.* While the company's logo will remain blue—a color that overwhelmingly dominates the healthcare industry—WellCare will incorporate a differentiating and vibrant orange color scheme for the rest of its communications.

"This effort isn't just another tagline, visual design or updated color palette," said Rhonda Mims, WellCare's senior vice president and chief public affairs officer. "It's our mission and promise to offer a more supportive, integrated and holistic approach to care for our more than 4.4 million members across the country."

WellCare will roll out its new corporate branding across the organization over the next 12 months.

To learn more about WellCare's brand refresh, visit the company's [Facebook page](#).

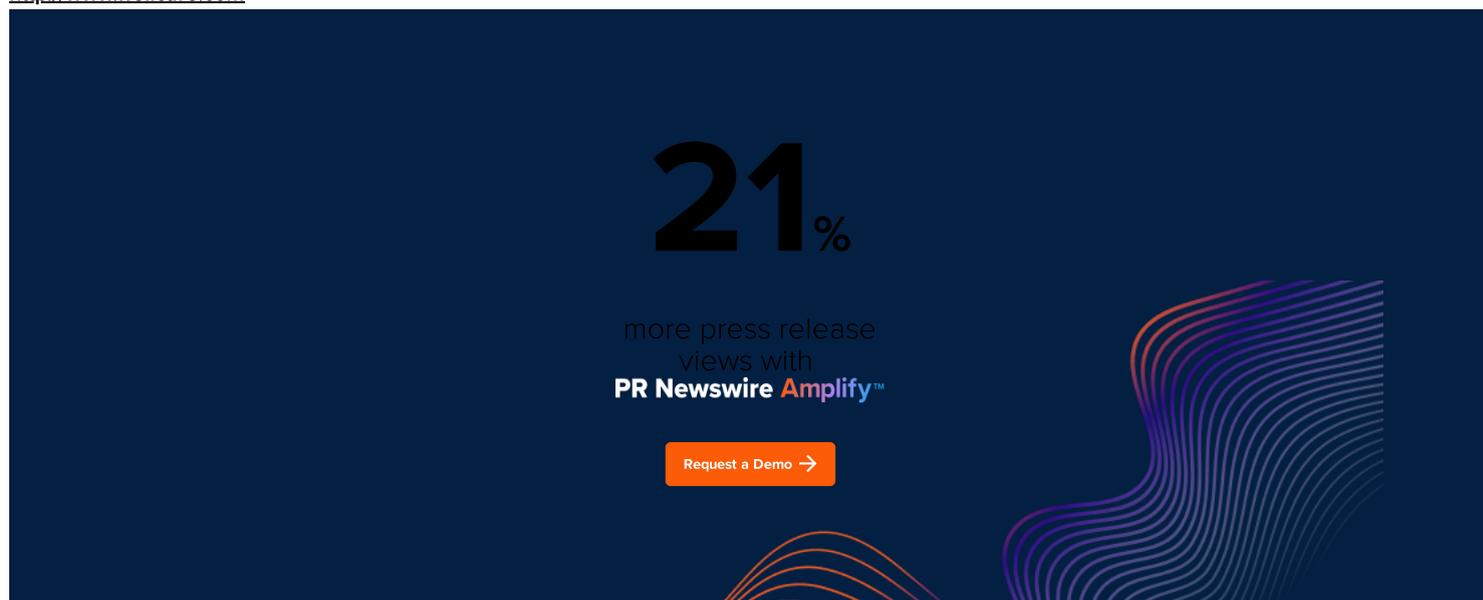
#### **About WellCare Health Plans, Inc.**

Headquartered in Tampa, Fla., WellCare Health Plans, Inc. (NYSE: [WCG](#)) focuses exclusively on providing government-sponsored managed care services, primarily through Medicaid, Medicare Advantage and Medicare Prescription Drug Plans, to families, children, seniors and individuals with complex medical needs. The company served approximately 4.4 million members nationwide as of June 30, 2017. For more information about WellCare, please visit the company's website at [www.wellcare.com](http://www.wellcare.com).

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