

Bind

Open enrollment campaign



Agenda

- The ask
- Messaging review
- Creative concepts
- Next steps

Why we're here today

Bind will be an offering during the open enrollment period. We want employees to choose Bind and people managers to be comfortable with Bind as an option and with pointing employees toward more information.

Objective

Drive awareness and understanding of Bind at all levels of a plan sponsor organization, so that when it comes time for consumers to make their benefits selection, Bind is a familiar brand they feel comfortable choosing.

Open enrollment challenges

Employees are tuned out and frustrated

- **1 in 5** employees admit they have skipped HR presentations, ignored emails or thrown away mailings without reading them¹
- **1 in 5** employees say benefits materials are riddled with jargon and hard to understand²
- **30%** of employees feel indifferent about open enrollment³
- **1 in 4** millennials prefer to clean their toilet rather than research their health benefits⁴

1. Jellyvision's 2017 ALEX Benefits Communications Survey
2. NamelyHR, Open Enrollment: What Employees Really Want
3. Securian Financial Group

4. <https://www.forbes.com/sites/corinnejourney/2015/10/11/some-millennials-would-rather-clean-a-toilet-than-understand-their-health-benefits/#483e84c7bc2>

Health insurance literacy is low

- Only half of employees understand their benefits¹
- Only half can correctly define “deductible”²
- More than half aren’t confident in their ability to choose the best health insurance plan for their needs
 - **65%** of millennials say they regret choosing an HDHP¹
 - **69%** of millennials at least somewhat agreed their HDHP plan was financially detrimental to themselves or their family¹

What employees want to know

- #1 question: What's in it for me?¹
- The two most important plan features: premium and deductible²

1. <https://www.shrm.org/resourcesandtools/hr-topics/benefits/pages/open-enrollment-game-plan.aspx>
2. <https://www.policygenius.com/health-insurance/health-insurance-literacy-survey/>

Concept 1

CONCEPT

The personal

Bind exists to make health benefits better. How? By changing the game in order to give people coverage that actually fits their needs.

This concept is based in highlighting the tangible, relatable ways that potential customers can feel with Bind—the plan that’s designed to be simple, clear and undeniably personal.

Tone:

Relatable, clear, fresh



Health is personal.

Now health insurance is too.

Find your plan at choosebind.com.

Pull-up banner



Health is personal.

**Choose a new health plan this year.
The one designed for you.**

At Bind, we know health is personal.
That's why we reinvented health insurance to fit you.

Our Personalized Health Plan is a plan unlike any other. No deductible.
Crystal-clear pricing. Flexible coverage that you can add if you need.
And so much more.

With Bind, there's no BS. Just a health plan that feels
personal—because it is.

[Find your plan](#)

Email

740% of our members prefer Bind over

– Headline –

Health is personal.

– Consumer sub-headlines + copy –

Now health insurance is, too.

That's why we reinvented health insurance to fit you. Our Personalized Health Plan is unlike any other. No deductible. Crystal-clear pricing. Flexible coverage that you can add if you need. And so much more.

Choose the plan designed for *you*.

At Bind, we know health is personal. That's why our coverage is full-strength and no BS—just a health plan that feels personal. Because it is.

Finally. Benefits that aren't a headache.

Finding a health plan to fit everyone's needs is pretty near impossible. But Bind makes it easier.

– People manager/HR sub-headlines + copy –

Happy and healthy. All in one plan.

Our condition-based Personalized Health Plan means no HSA, no deductible and no coinsurance. It's also designed to be flexible—so members can clearly see their treatment options, choose the most cost-effective care and add coverage as needs change.

– CTAs –

Find your plan.
Get the plan designed for one—and for all.

Sample
message
matrix

Concept 2

CONCEPT

The challenger

Bind has done the impossible: created a product and experience so great that it's capable of inspiring a personal affinity for a category no one thought possible—health insurance.

Even more than the individualized nature of the plan, this concept goes a layer deeper—laying the groundwork for a genuine—and unrivaled—customer-centric relationship that can inspire a lasting personal connection to Bind.

Tone:
Quirky, provocative, optimistic

bind

Love your health plan.

It's not impossible. It's Bind.

With Bind, you know more—and spend less.
See all there is to love.

choosebind.com

Pull-up
banner

bind

Love your health plan.

Introducing Bind—the health plan that puts you in charge.

At Bind, our one-of-a-kind health coverage was designed with one crazy idea: that you should love your health plan.

How do we do it? By giving you more control over your care—and dollars—than traditional health plans. Our Personalized Health Plan has a \$0 deductible, transparent pricing, provider quality ratings, savings alerts and more.

With Bind, you know more—and spend less.

[See all there is to love](#)

Email

– Headline –

Love your health plan.

– Consumer sub-headlines + copy –

It's not impossible. It's Bind.

At Bind, our one-of-a-kind health coverage was designed with one crazy idea: that you should love your health plan.

The health plan that puts you in charge.

How do we do it? By giving you more control over your care—and dollars—than traditional health plans. Our Personalized Health Plan has a \$0 deductible, transparent pricing, provider quality ratings, savings alerts and more.

Health benefits for the 21st century.

Imagine a health plan that didn't pit the bottom line against your employees' health. Impossible? Not anymore. We created a new kind of health coverage: the Personalized Health Plan. It's condition-based coverage, which means no HSA, no deductible, no coinsurance and no BS.

Stop choosing between great coverage & happy employees

Did we mention that our health plan saves plan sponsors up to 20%, reduces member out-of-pocket costs and delivers an NPS well above the industry average? It's not impossible. It's Bind.

– CTAs –

Know more—spend less.
See all there is to love.
Have it all.

Sample
message
matrix

Concept 3

CONCEPT

The different animal

One of the primary challenges of open enrollment is the need to quickly express to consumers and people managers that Bind really is an option completely unlike the traditional insurance plans they're used to.

This concept is rooted in arresting, quick-hit visuals and cheeky copy that sends a clear message: Bind is a whole different animal.

Tone:

Playful, fresh, cheeky

bind

We've tamed the health insurance beast.

And created a whole different animal.



With our Personalized Health Plan, you could have no deductible, clear costs and flexible coverage that starts immediately. No hoops, no tricks—just coverage **so good it's wild.**

Find your plan at choosebind.com

Pull-up banner

bind

We've tamed the health insurance beast.

And created a whole different animal.



Hi, we're Bind—a new option for health insurance this year. And we're a totally new breed of coverage.

With our Personalized Health Plan, you could have no deductible, clear costs and flexible coverage that starts immediately. No hoops, no tricks—just coverage so good it's wild.

It's really something to see.

[Check us out](#)

74% of our members prefer Bind over

Email

– Headline –

We've tamed the health insurance beast.

– Consumer sub-headlines + copy –

And created a whole different animal.

We're Bind—a new option for health insurance this year. And we're a totally new breed of coverage.

Health coverage so good it's wild.

With our Personalized Health Plan, you could have no deductible, clear costs and flexible coverage that starts immediately.

– People manager/HR sub-headlines + copy –

Bind is a new breed of coverage.

Our condition-based Personalized Health Plan means no HSA, no deductible and no coinsurance for members.

Better health benefits from tip to tail.

Oh—Bind also saves plan sponsors up to 20%, reduces member out-of-pocket costs and delivers an NPS well above the industry average. Wild, huh?

– CTAs –

It's really something to see.
Check us out.
See our spectacular coverage.

Sample
message
matrix



Health is personal.

Now health insurance is too.

Find your plan at choosebind.com.

bind

Love your health plan.

It's not impossible. It's Bind.

With Bind, you know more—and spend less.
See all there is to love.

choosebind.com

bind

We've tamed the health insurance beast.

And created a whole different animal.



With our Personalized Health Plan, you could have no deductible, clear costs and flexible coverage that starts immediately. No hoops, no tricks—just coverage **so good it's wild.**

Find your plan at choosebind.com

Thank you.