

## MEMBER MARKETING CONTENT

We want to make it easy for you to introduce and promote Quantum Health across the channels where your employees are already paying attention. The content outlined in this document will ensure that we are partnering to speak to your employees – our members – in a unified voice.

### INSTRUCTIONS

To simplify copying and pasting this content into your communications, you can use the Find and Replace functionality to incorporate your proprietary contact information:

- Find and replace “[Company Name]” with your company’s name as it should appear in writing
- Find and replace “[lookup.quantum-health.com]” with your members’ Quantum Health website address
- Find and replace “[(800) 257-2038]” with your members’ Quantum Health pod phone number.

### CONTENT

Use the pre-approved copy outlined in this document to highlight Quantum Health in benefits guides, newsletters, intranet and other existing communications channels.

### NOTES ON TERMINOLOGY AND QUANTUM HEALTH-ISMS

#### **Quantum Health**

We always refer to Quantum Health, never just “Quantum”

#### **Quantum Health Care Coordinators**

Quantum Health Care Coordinators on first mention. Care Coordinators is fine in subsequent references.

#### **How to refer to the digital member experience (web site and app)**

[lookup.quantum-health.com] or the Quantum Health app

This is the most consumer-friendly language and terms like “portal” sound antiquated and “member website” isn’t intuitive to a health plan subscriber.

#### **Connect with your Quantum Health Care Coordinators when and how it’s easiest for you**

Call [(800) 257-2038] or chat in real time, schedule a call or send a secure message at [lookup.quantum-health.com] or in the Quantum Health app.

### VIDEO CONTENT

We know that video is a powerful tool to engage members and illustrate the value of Quantum Health. We’ve developed a [Member Video Library](#) to explain Quantum Health’s services, share inspiring member stories and educate your team on common healthcare topics.

Use the Share button in the video navigation bar to get a link or embed code or to download the video for use in your internal communication channels.

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# INTRODUCTION TO QUANTUM HEALTH

## SAMPLE LETTER FROM CHRO/LEADERSHIP

Dear [Employee Name],

At [Company Name], we're committed to making your healthcare experience simpler, more personal, and easier to navigate. That's why we're pleased to introduce Quantum Health, your new healthcare coordination partner.

Healthcare can often feel complex – with multiple phone numbers, websites, and providers to manage. Quantum Health gives you one trusted place to start whenever you need help with your benefits or care.

With Quantum Health, you have access to a dedicated team of Care Coordinators – including nurses and benefits experts – who are available to support you every step of the way. Whether you need help finding a doctor, understanding your coverage, reviewing costs, or resolving a billing issue, you can reach out to them first and they'll stay with you until your question is resolved.

### What this means for you:

- One number to call for all your healthcare needs
- Clear, straightforward answers about your benefits and coverage
- Guidance before, during, and after care
- Support for complex or high-cost health situations
- Help resolving claims and billing questions

Quantum Health works alongside your existing medical and pharmacy plans—they don't replace your insurance. Instead, they help you make the most of your benefits by coordinating your care and simplifying the process.

### Getting started is easy:

1. Download the Quantum Health app
2. Create your free account
3. Contact Quantum Health whenever you need support

We encourage you to take advantage of this resource and start with Quantum Health whenever you have a question about your healthcare benefits.

Sincerely,

[Name]  
[Title, e.g., Chief Human Resources Officer]  
[Company Name]

## INTRO CONTENT – LONG FORM

### Better care starts here

Meet your Quantum Health Care Coordinators – your trusted team for help with benefits, claims, and care.

Healthcare can feel complicated. There are benefits to understand, doctors to choose, bills to review and coverage questions along the way. When you're dealing with care, the last thing you should have to do is figure it out on your own.

**Less time on healthcare. More time on life.**

Start with Quantum Health, not your insurance company. When you call or message your Care Coordinators, you connect with real people, including nurses and benefits experts, who stay with you until your issue is fully resolved.

**Your Care Coordinators can help when you're:**

- Looking for the right doctor
- Comparing treatment options
- Checking costs before scheduling care
- Sorting out a bill
- Managing an ongoing or complex condition.

## PROVIDER SEARCH

### NOTES ON LANGUAGE

**Care Finder by Embold Health, Care Finder and Embold Health** are product names that we use to help clients understand our offerings. Members are already overwhelmed by healthcare terminology and the multitude of brand names for point solutions and other benefits vendors. Referring to the “provider search” is the least confusing language for members.

### CONTENT – LONG FORM

## Better search. Better care.

Find top-rated doctors using the new Quantum Health provider search.

Finding the right doctor can feel overwhelming. With the Quantum Health provider search, you get trusted, data-driven guidance to confidently choose top-rated care.

- **High-quality care made easy:** Our provider search highlights doctors who consistently deliver better outcomes at a reasonable cost, so you can skip the guesswork.
- **Data you can trust:** Quality ratings are based on real patient data and medical guidelines, not reviews or ads.
- **Your needs, your match:** Search by specialty, location, language or other preferences to find the right fit.

Start your search today in the Quantum Health app or at [lookup.quantum-health.com].

### Connect with your Quantum Health Care Coordinators when and how it's easiest for you

Call [(800) 257-2038] or chat in real time, schedule a call or send a secure message at [lookup.quantum-health.com] or in the Quantum Health app.

### SHORT DESCRIPTION for quick mentions in benefits guides or other internal communications

**Find high-quality care, faster.** Use Quantum Health’s provider search to find in-network doctors rated for quality and cost—so it’s easier to choose care you can trust.

### QUICK HITS for when you have a character limit

- Find top-rated doctors quickly in the Quantum Health app
- Quantum Health helps you choose the best doctors based on quality and cost.
- Skip the guesswork and find the right provider fast in the Quantum Health app.

## QUANTUM HEALTH APP

### Check out your one app for healthcare and benefits help

Download the Quantum Health app today.

The Quantum Health app makes navigating your healthcare and benefits easier than ever. Just log in to:

- Review healthcare costs and see all your benefits
- View your medical ID card or add it to your phone's digital wallet
- Search for in-network providers
- Get up-to-date claims, deductible and spending information
- Easily get in touch with your Quantum Health Care Coordinators

No request is too big or small for your Care Coordinators

Call [(800) 257-2038] or chat in real time, schedule a call or send a secure message at [lookup.quantum-health.com] or in the Quantum Health app.

#### QUANTUM HEALTH PROMOTIONAL VIDEO

- [Tour the Quantum Health App](#)

## ER DIVERSION CONTENT

### CONTENT – LONG FORM

## The right care starts with the right place

ER, urgent care or neither? The right choice saves time and money.

When you're not feeling well, the ER might feel like the fastest option. But in many cases, there's a better first step. Here's a simple guide to help you make the right choice:

#### Your doctor (PCP) – \$

Best for routine care and non-urgent concerns

- Checkups and preventive care
- Ongoing health concerns
- Mental health support
- General health questions

#### Virtual care – \$

Quick help for common, minor issues

- Colds, cough, sinus or allergy symptoms
- Skin rashes or irritation
- Ear or eye problems
- Prescription refills or treatment

#### Urgent Care – \$\$

For urgent but non-emergency care

- Minor injuries or possible fractures
- Cuts, sprains or moderate pain
- Minor infections or illness
- X-rays, lab tests or flu/strep tests

#### Emergency Room (ER) – \$\$\$

For serious or life-threatening emergencies:

- Chest pain or trouble breathing
- Signs of a stroke or seizure
- Severe injuries or heavy bleeding
- Suicidal thoughts

**Still need advice? Contact your Quantum Health Care Coordinators today.**

Call [(800) 257-2038] or chat in real time, schedule a call or send a secure message at [lookup.quantum-health.com] or in the Quantum Health app.

## FREQUENTLY ASKED QUESTIONS (FAQS)

When you don't know where to begin, start with your Quantum Health Care Coordinators. Think of us as your personal team of nurses, benefits experts and claims specialists who will do all we can to support your healthcare and benefit needs — starting with answering any questions you may have. We're just a tap, click or call away!

### **What can Care Coordinators help with?**

Care Coordinators can help you with anything related to your healthcare and benefits. Whether you have a question about your claims or bills, need help knowing what's covered under your health plan, can't remember who administers your disability plan, want to prepare for an upcoming doctor's visit, or just need a new ID card, Care Coordinators are here for you. No question is too big or too small.

### **Who are the Care Coordinators?**

Care Coordinators are your personal team of nurses and benefits experts working with you and your providers to make your care simpler and more affordable. When you need help finding a provider in your network, solving a claims issue, learning about your benefits, and anything that can make your healthcare easier, your Care Coordinators are the ones to contact.

### **Who is Quantum Health and what do they do?**

Quantum Health is the industry-leading healthcare navigation and care coordination company. Organizations hire us to help their employees and their family members navigate their health insurance plans, as well as the cost and complexity of healthcare. We work with healthcare providers and third-party medical plan administrators to make sure our members get the best care for the best cost, and that medical claims are paid correctly. We also can help members with any other benefits, such as dental, vision, life and disability insurance. Your company partners with Quantum Health to provide you with one place to start when you need help with healthcare or benefits.

### **Can Quantum Health explain my medical bill?**

We're experts at explaining benefits and helping you understand even the most complex medical bills. If something is wrong on your bill, we'll help you fix it.

### **What if I don't have my medical plan ID card?**

Just give us a call or log in to your account online to request a new one, and we will get a replacement to you right away.

### **What's the difference between in-network and out-of-network?**

A great way to avoid surprise fees is to verify that your doctor is in your plan's network prior to your appointment. In-network providers agree to specific fee reimbursements for various services and procedures. They bill your plan and typically won't require payment from you up front (other than a copay or coinsurance, if applicable). When you visit providers who aren't in your network, the services you receive will be billed at an out-of-network price and you'll be responsible for a larger percentage or all the total cost. Out-of-network providers may require payment up front for all your care. Before considering an out-of-network provider, contact your Care Coordinators.

### **What if I have questions about something my doctor recommended?**

It's OK to have questions about your diagnosis or treatment plan. Get help and guidance from a Nurse Care Coordinator whenever you are uncertain about your care. We'll work with you and your doctor to provide assistance with prescriptions, specialist referrals, medical plan coverage and more.

**What is a precertification/preauthorization?**

Before you receive certain medical services or procedures, your medical plan requires a doctor to confirm these services are medically appropriate. This verification process is called prior authorization, preauthorization, prior certification or precertification (precert). Some of the services that require preauthorization are listed on your ID card, but you should always confirm with your Care Coordinators before a procedure. The preauthorization process helps you learn whether a service will be covered before you get billed.

**How do you protect my personal information?**

Quantum Health is committed to protecting your personal health information (PHI) in compliance with the Health Insurance Portability and Accountability Act (HIPAA) requirements. Stringent measures and policies are in place to safeguard your PHI and prevent any unauthorized sharing of this information with your employer or any other unauthorized parties.

**How do I contact my Care Coordinators?**

Your medical plan ID card lists the contact information for you along with the contact information if your healthcare provider needs to reach us.