

Archetype: Seeker

Narrative:

This plan is your launchpad. Broad network, no referrals, flexible coverage to support your next chapter.

Tone:

Thoughtful Guide

Values: exploration, learning, freedom

Risks: confusion, analysis paralysis, change fatigue

Features: Curated options, Mind-body access, Flex plans

CMS Tags: Referral-free network, Wellness rewards, Flexible HMO