



Centivo is a new type of health plan that allows self-funded employers and clinicians to join forces and deliver high quality, affordable healthcare to their employees.



A Dedicated Primary Care Team

With the Partnership Plan, members choose a Primary Care Team to help them navigate the healthcare system and coordinate their care. This type of partnership with a primary care provider is widely recognized as the best way to deliver high-quality care and excellent satisfaction. Centivo Select providers meet our high quality standards and offer expanded access to care like same day appointments, 24/7 office phone availability, and more.



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FOR EMPLOYERS

Your health plan shouldn't cost more and care less

That's why we've designed a new type of health plan - one focused on affordability, quality, and simplicity.



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GET IN TOUCH



An affordable, easy-to-use health plan solution

Centivo is a new type of health plan solution that can save employers 15% or more versus traditional insurance carriers without cutting coverage.

WHAT WE'RE ABOUT

We exist for American workers and their families

43% 51%

of privately insured adults said it was difficult to impossible to afford their health insurance deductible.^[1]

of adults with employer-sponsored coverage skipped or postponed a medical test or treatment due to cost.^[2]



[1] COMMONWEALTH FUND HEALTH CARE AFFORDABILITY TRACKING SURVEY, JULY-AUGUST 2015.

[2] KAISER FAMILY FOUNDATION / LA TIMES SURVEY OF ADULTS WITH EMPLOYER-SPONSORED INSURANCE, MAY 5, 2015.

Centivo selects primary care providers that offer an unrivalled healthcare experience, including:

01.



Enhanced Access

02.



Excellent Patient Experience

03.



Higher Level Of Care

The Objective.

Reliable, high-quality healthcare is crushingly expensive. But the high cost doesn't imply a high quality of service. Americans overpay for health care that underdelivers.

We partnered with Centivo to deliver a friendly digital experience that explains, to their target audience, how they combat inflated premiums and plans.

Unique Problems to Solve.

Centivo's not a plan or a provider—they're something new

Centivo isn't a healthcare plan or provider. They're also not a traditional PEO. Their model of operation is really unique, so we were explaining what they are and their benefit to their audience that hadn't engaged with a similar type of company before.

Communicating effectively with distinctly different audiences.

Centivo serves employers, employees, and providers directly. Not only did we have to make it extremely obvious that they served these audiences, but we also needed to capture the unique benefits for each while still ensuring the overall digital experience was consistent.

Skills Applied

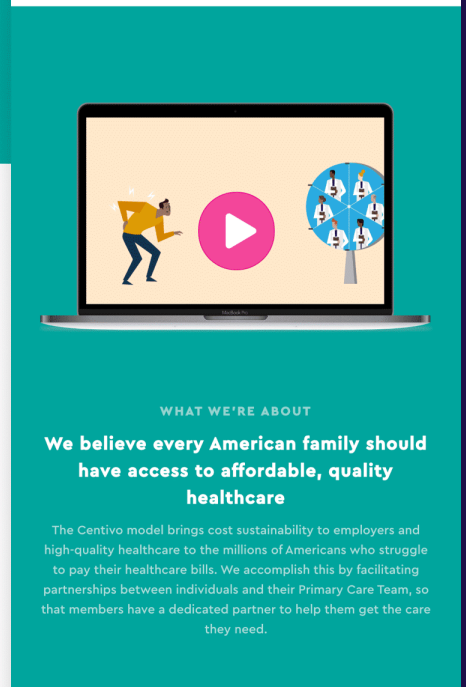
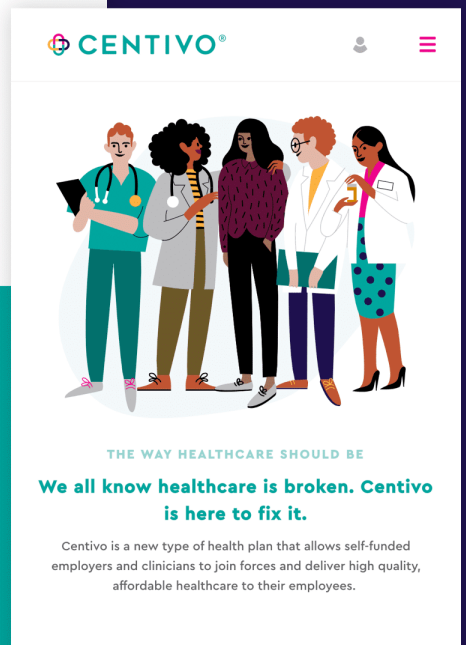
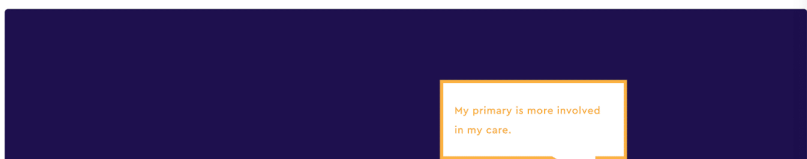
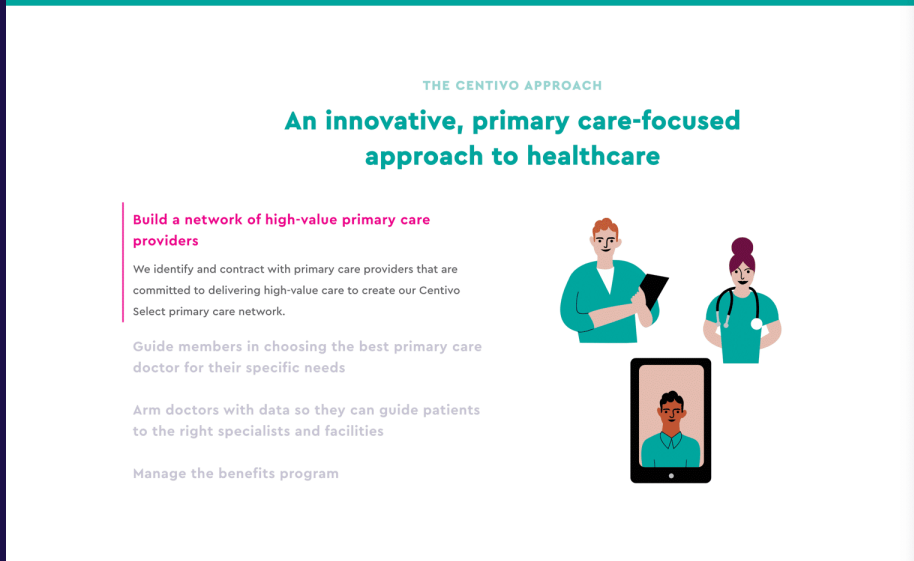
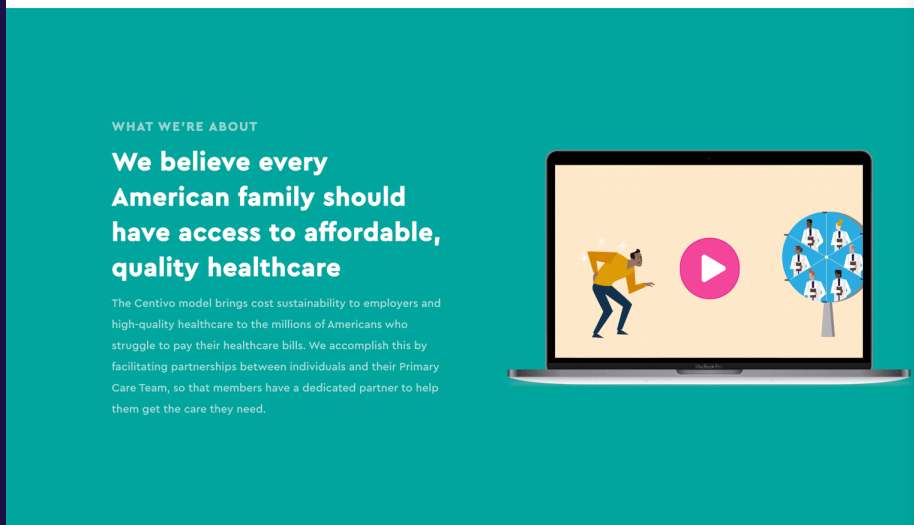
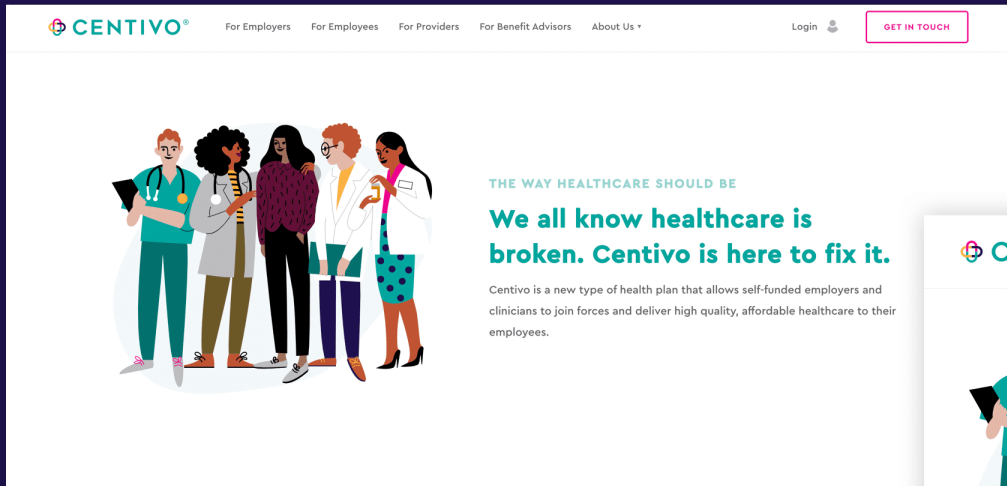
Digital Strategy, UI/UX Design, Full-stack Development, Illustration, Motion Graphics/Animation, Copy Writing, Hubspot Integration

Platform

WordPress, Hubspot

Homepage.

Centvio's homepage is focused on addressing the challenge Americans face with our current healthcare options. Our strategy was to identify the problem and then quickly position Centvio as the solution.




Illustrations.

Centivo was adamant about staying away from stock photography, and we didn't disagree. We helped create a suite of unique illustrations centered around being inclusive and friendly.



Our Story

The conversation that starts on the homepage is continued on the 'Our Story' page. We use this as an opportunity to dive into more detail regarding the dysfunctional state of traditional healthcare programs. Key statistics are highlighted with an animated graphic to make sure people take notice of them. We also use this as an opportunity to highlight Centivo's ethos and mission to potential customers and investors.



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GET IN TOUCH



OUR STORY

The way healthcare should be

Centivo is a new type of health plan that allows self-funded employers and clinicians to join forces and deliver high quality, affordable healthcare to their employees.


THE PROBLEM WITH HEALTHCARE TODAY

Costs rise, but value doesn't

Healthcare is expensive. What's more is that the high price tag comes with no guarantee that you will get high-quality care. For most Americans, the current healthcare system is unaffordable and overly complicated. Reliable, high-quality healthcare has become crushingly expensive.

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Centivo is stepping up to create the health plans everyone should have.

We allow self-funded employers and clinicians to join forces and deliver high quality, affordable healthcare to their employees. An alternative to traditional insurance carriers or third-party administrators, Centivo offers the technology, network, claims processing, customer support, and population health management to fully administer health benefits for all or a portion of an employee population.





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OUR BELIEFS

For Employers

Each audience Centivo needed to target was important, but the employer's are ultimately the ones funding the plan. Our strategy was to focus on things that were mutually beneficial to the employer and employee, such as:

- Employees who are well taken care of are happier and more productive on average—this is a huge win for any business.
- Centivo's heightened focus on support ensures internal HR teams are better supported.
- In many cases, the business will experience tangible cost savings vs traditional healthcare solutions.

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FOR EMPLOYERS

Your health plan shouldn't cost more and care less

That's why we've designed a new type of health plan – one focused on affordability, quality, and simplicity.

HOW IT WORKS

Optimizing your employees' use of the healthcare system

We connect every family with a dedicated Primary Care Team, led by a Centivo Select physician, and nurture that partnership – because that's the way healthcare should be.

Connecting every family with a dedicated Primary Care Team

How?
A proprietary primary care network focused on quality, access, and cost of care.

Why?
Comprehensive and coordinated primary care is proven to improve quality and reduce costs.

LEARN MORE →

...that guides members to the best-suited specialty care providers

How?
Leveraging data and insights and our providers' knowledge to make the best referral recommendations.

Why?
Value and outcomes vary greatly among providers, and it's hard for patients to pick the right ones for their needs.

LEARN MORE →

...with employee incentives for working with their doctors

How?
A dynamic benefit design that rewards members for taking the right actions.

Why?
Shared incentives increase engagement and success.

LEARN MORE →

AN UNRIVALED MEMBER EXPERIENCE

Fostering a stronger patient/doctor relationship

CENTIVO® Login Menu

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Why?

For Employees

The employees' page focuses on the advantages of Centivo's plan structure. We touch on key things like having dedicated professionals guiding them to the right plans and general ease of use for their platform..

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FOR EMPLOYEES


Your health plan shouldn't give you a headache

With Centivo, it won't. Centivo is a new type of health plan that provides high-quality, affordable healthcare to employers and their employees and families.

INTRODUCING THE CENTIVO PARTNERSHIP PLAN

A partner in navigating healthcare

Navigating the healthcare system can be a frustrating and expensive experience. The Centivo Partnership Plan is here to change that – it's designed to help people use the healthcare system more effectively and offer them affordable healthcare.



A Dedicated Primary Care Team

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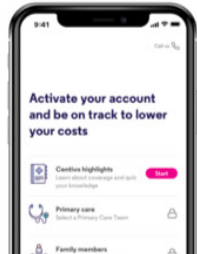


headache

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HOW IT WORKS

User-friendly member experience




preventive care needs, health goals, and management strategy for any chronic conditions.

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Make it Memorable

✉ sayhi@huemor.rocks ☎ 631-393-6116