

Lead ✨  
The Way



# Lead The Way



**HR leaders are the  
changemakers we need to  
transform our health and care.**

You are leading the way, creating a better  
experience for your employees and their families.

You have the passion, the insight, and the tools.

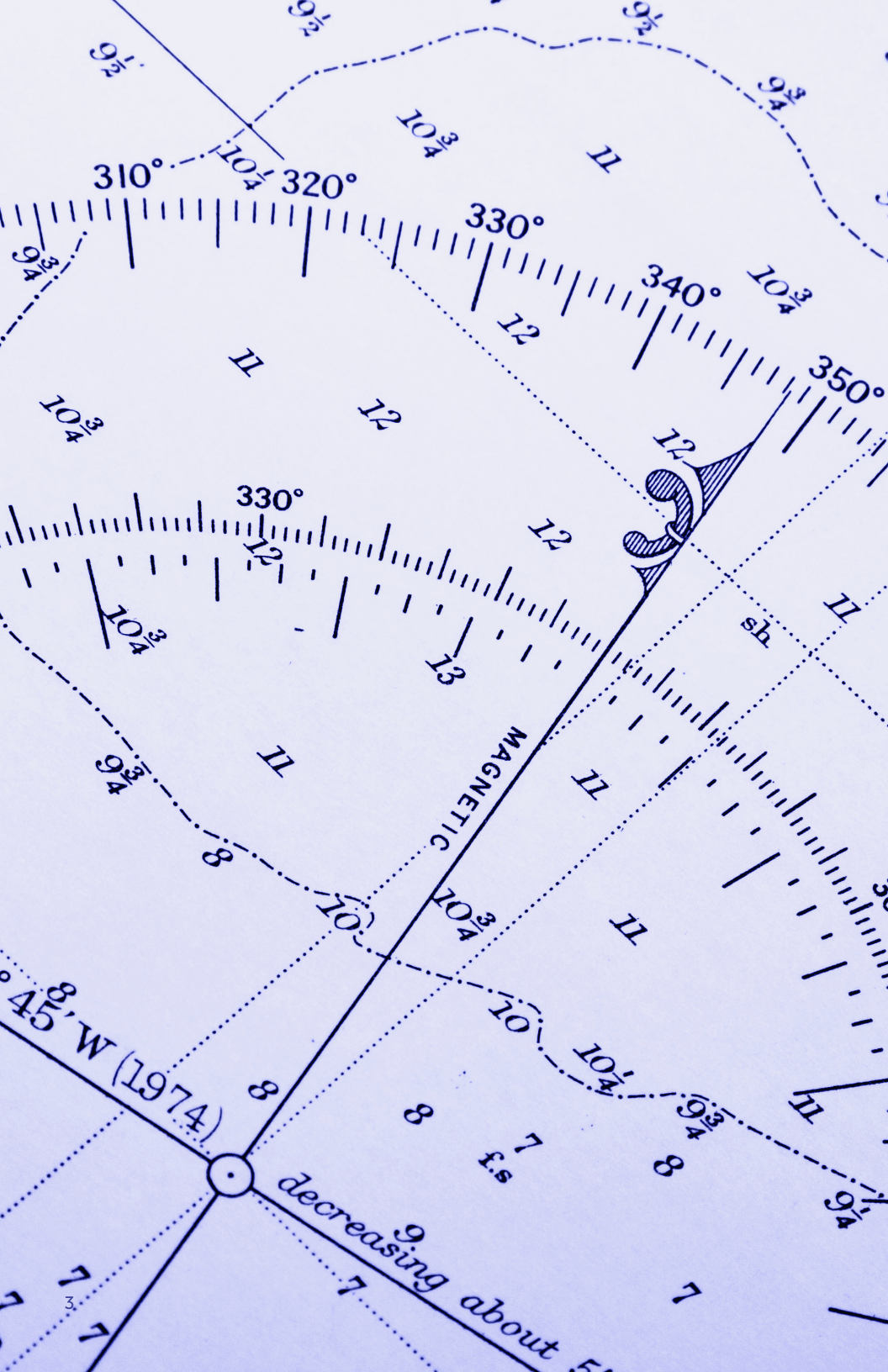
It's time to chart your course on this voyage to  
a new, better, and different health and care  
experience that people love.



**Vision is not so much about just looking, but  
knowing what to look for. It's experience.**

**NAINOA THOMPSON**

Chief Executive Officer, Polynesian Voyaging Society



Innovation begins by doing something!

Marianne Williamson said, "Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure."

You have the power to change the way your employees experience health and care. It's not about technology, but about leadership...and that's where you come in. Together, let's learn from others who have taken the leap — moving away from the status quo — and realize the impact we can make in driving access to high-quality, affordable health and care when we look to new, innovative solutions.

Glen

**GLEN TULLMAN**

Chief Executive Officer, Transcarent



# Finding Your Way



When it comes to our health, we know when something feels off, but we don't always know what it means or what to do next. We search the internet, text our friends, and ask our family members. Without support, it feels like we're lost at sea, uncertain, and overwhelmed.

How can we get where we need to be, if we don't know where to start? We all deserve an expert guide who can support us on our healthcare journey when we need them. One who knows us, answers our personal questions, and helps us decide on the right next step.

Ultimately, we are all on this journey together. Our north star is clear: make it easy for employees and their families to live their healthiest lives.

A health journey is usually riddled with questions, like:

- What could I have?
- What's making me feel bad?
- How do I get it resolved?
- How much will it cost?

Seemingly straightforward questions, and yet, getting the right answers is far from easy. There are thousands of possibilities for each question, based on a person's health history, the details of their benefits, and their unique journey through the healthcare system.

To make the best decisions about our care, we need instant and personalized answers to our health questions.

WayFinding provides the guidance needed to connect the dots. It is the catalyst for **reimagining health and care** in the modern world.



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Never doubt that a small group of thoughtful, committed individuals can change the world. In fact, it's the only thing that ever has.

MARGARET MEAD

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# Lead The Way:

## YOUR POWER TO CHART A NEW COURSE

No great voyage happens alone. As we work toward delivering a better health and care experience, you are at the helm. Alongside you, there is a broad community of innovative clinicians, experienced builders, and trusted partners to help. Let's chart a course toward a healthier future, together.

Consider the power you and other leaders have to shape the future of health and care, and ask yourself what you can do to drive change.

Here is what I commit to changing in our organization this year:

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Here is how I will measure our success in creating a healthier, more sustainable workplace:

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I will collaborate with these  
people to make this change:

✧  
✧  
✧  
✧  
✧

This is what I need  
from them:

✧  
✧  
✧  
✧  
✧



I will take extra steps to protect my employees, my organization, and myself this year when it comes to responsible benefit design and data governance.

These are the first steps that I will take to audit our processes for responsible benefit design:

- 1.
- 2.
- 3.
- 4.
- 5.

I have these questions about my fiduciary responsibilities:

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To ensure responsible data governance at our organization, I will help to establish these processes:

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# Be a Guardian of Health:

## RESPONSIBLE BENEFIT DESIGN

Reimagine health and care, responsibly. Understand what your employees need, how policies are evolving to accommodate change, and your fiduciary responsibilities.

As policies evolve, employers who wish to be guardians of health can take these steps to help ensure they are acting in the best interests of their employees, meeting their fiduciary responsibilities, and practicing responsible data governance.

1. Audit claims processing.
2. Closely monitor and improve the health of their employees.
3. Ensure negotiated rates for providers and facilities are reasonable for the market.
4. Establish a high-value ecosystem of providers for their employees.
5. Inform quality provider and facility selection.
6. Target employee education programs for high-value care.



# Combat Misinformation:

## BUILD TRUST IN EMPLOYEE BENEFITS

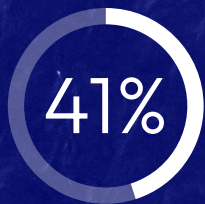
**Good health needs good information.** Good information comes from trusted, credible sources, which can be hard to find amidst all the noise. While providers are the most trusted purveyors of health information, employers play a crucial role too. Trust is an essential part of successful employee engagement, especially to encourage healthy behaviors. By giving employees access to personalized, expert answers to their health and benefits questions, employers can help to treat the “misinformation illness.”



We need more experiences that drive people away from dis- and misinformation and instantly connect them to credible, trusted guidance from experts — at the moment they need it.

**DR. GEETA NAYYAR**

Chief Medical Officer, Technologist, and Author of “Dead Wrong”



**41% of people globally have regretted a health decision based off of misinformation.**

2024 Edelman Trust Barometer Special Report: Trust and Health

## Pop Quiz Time! Do you know the facts about misinformation?

Facts sourced from 2024 Edelman Trust Barometer Special Report: Trust and Health

1. Those who have regretted a health decision based on misinformation say their top source of the bad information was:
  - a. User-generated content
  - b. Friends and family
  - c. Product advertising
2. Which institution do people trust the most to “do what is right in addressing my health needs and concerns?”
  - a. Government
  - b. My employer
  - c. The media
3. When people feel empowered and trust their healthcare, they are more likely to engage in preventative care.
  - a. True
  - b. False
4. What are the most influential actions an employer can take to gain trust and empower healthy behavior?  
Put these actions in order:
  1. CEO models healthy workplace behavior, such as avoiding overwork, managing stress, and taking full PTO.
  2. Make special accommodations for those with health or caregiving needs.
  3. CEO speaks out to address public health issues relevant to their employees.

ANSWERS: 1. c, 2. b, 3. a, 4. 2, 3, 1



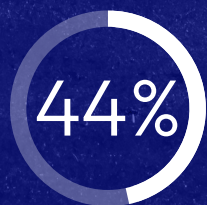


# Commit to Compassion:

## CANCER IN THE WORKPLACE

Cancer can impact nearly every aspect of a person's life. Whether an employee has received a diagnosis, wants to learn more about early detection, or has stepped into the role of caregiver, they need expert guidance to support them through their unique journey.

Staying in the workforce can be extremely beneficial to both people with cancer and caregivers. In addition to providing structure, a sense of normalcy, and a source of social interactions, continuing to work helps to manage the cost of care. Connecting employees to a comprehensive and compassionate cancer care experience has become more important than ever, as both the incidence and cost of cancer continues to rise.



**of people with cancer faced at least \$10,000 in debt.**

According to "Understanding the Employee Experience with Cancer," Transcarent, 2024

**compassion** (noun):

**sympathetic consciousness of others' distress together with a desire to alleviate it**

Merriam-Webster

New ways our organization can support people with cancer in the workplace:

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How I can best support cancer caregivers in our organization:

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I will work with these team members to set up specialized training for managers of people with cancer:

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# Meet People Where They Are:

## CREATE CONNECTION

**Engage early and often** because your employees likely don't think about their benefits until they have a specific need. This requires you to understand, connect with, and motivate your employees to take action on a regular basis - while communicating the value of each benefit in a way that inspires them to use it.

Creating connection starts with truly understanding employee needs and meeting them where they are.

Shift your thinking. Be a marketer and understand your target audience.

Top areas of improvement for our benefits engagement strategy:

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These are the top 3 health benefits questions employees ask my team:

- 1.
- 2.
- 3.

This is what needs to change at our organization to truly meet people where they are:

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These are the top two people who can champion improved benefits engagement at our company and how can they help us:

- 1.
- 2.

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How I will successfully transform our company's benefits strategy to create exceptional experiences:

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**Non-negotiables:** a health and benefits platform experience at our company must have these components:



If I had a magic wand, I would change these three things about our benefits:

- 1.
- 2.
- 3.

### Gut check quiz:

1. How many passwords do you have to access your benefits? \_\_\_\_
2. How many membership or health benefit cards do you carry? \_\_\_\_



# Transform Experiences & Workplaces

Are you seeking to improve the health of your employees and their families?

It may feel like you need magic to make it all come together, but it is happening right now thanks to the vision and leadership of people like you. You are driven to care for others and understand the need for your employees to have easy access to high-quality, affordable health and care with an engaging platform experience that brings everything they need into one place. The time is now.



**90%** of patients agree that the support they get at work positively impacts their health.

The urgency for change has never been greater, the stars are aligned, and the time is now.

I'm surprised to learn: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

These are the challenges holding my organization back from change:

\_\_\_\_\_

\_\_\_\_\_

I believe the time is now for change at my organization because of these 4 things:

1.

2.

3.

4.

This is the information and data that I can present to my team to help change mindsets and create new habits:

\_\_\_\_\_

\_\_\_\_\_



# Taking Stock of the Industry:

## THE STATE OF HEALTH AND CARE

**We have reached a pivotal crossroad in healthcare.** With advancements in technology, rising consumer expectations, and evolving policies, transformation isn't just possible—it's critical.

To drive sustainable change, we must understand how we got here and take a realistic look at the current state of healthcare. It's time to take stock, get real...and then dream big.

80%+

of consumers want one place for high-quality care virtually and in-person, a simple personalized experience, and trusted support from someone who truly cares about them.

According to a 2023 survey with SurveyMonkey of over 1,200 US consumers





# Optimal Health for All

Designing inclusive benefits starts with understanding the needs of your employees and their families. To fully engage your workforce you must start with equitable benefit design, including how to incorporate strategies that reduce health disparities, improve outcomes, and foster a healthier, more inclusive workplace.



**would switch employers for health benefits that gave them easy access to high-quality, affordable care.**

According to a 2023 survey with SurveyMonkey of over 1,200 US consumers

**Accessibility is vital in building inclusive workplaces where all employees feel supported, valued, and confident in their benefits knowledge.**

These could be the disparities in my organization's benefit design:

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Here's how I can better understand the needs of various employee populations (brainstorm three tactics to reach them):

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- 1.
- 2.
- 3.

Immediate actions I can take to help ensure our benefit design is inclusive and offers optimal health for all our employees:

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## The foundation for reimagining health and care!

Three examples of positive healthcare change that inspire me:



How can the decisions we make as HR leaders impact our company's bottom line?

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How I can use benchmarking and survey data to show our leadership team what is happening in the market with benefit design, how we compare to our competition, and our opportunities to improve:

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What health and care at my organization will look like in 2 years:

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What health and care at my organization will look like in 5 years:

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# Reimagine Health & Care

**Transforming health and care requires experienced leaders and bold ideas that prioritize access, personalization, trusted information, and affordability.** Cutting-edge innovations and changemakers who challenge norms are reshaping the healthcare landscape and delivering better outcomes for employees.

It's time for a net new approach, led by new advances in technology rooted in the human experience and compassion. The time is now, and you are the leaders we need to drive change!



**Innovation distinguishes between a leader and a follower.**

**STEVE JOBS**

What do our people expect from their health and care?  
If we exceeded those expectations, what would change?

Here's how I can help our employees expect better from their health and care, and seek a north star:

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These are the three things I can do differently to help drive benefits utilization at my company:

- 1.
- 2.
- 3.

Instant access to trusted benefits info, health guidance, and care would unlock these opportunities for our HR team:

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# Understand WayFinding:

## FOLLOW HEALTHCARE'S NORTH STAR

**Imagine a world where understanding your health is as simple as looking at the stars.** With human-centered design, responsible data governance, trusted clinical guidance, and on-demand care, we don't have to wait.

As technology evolves, so do our expectations. No longer will employees accept the barriers and misinformation that have cluttered their paths for so long.

WayFinding is guiding us all to better health. It's an experience that keeps people on-track and engaged in their health because it instantly gets them what they need – and they love to use it. Whether it's one question or one hundred, people can now “Just Ask” and get answers, take the next step for their health, and access care immediately. One place for all of their needs, simple or serious.

90% of HR professionals receive frequent employee questions about **already available information**.





57%

of HR professionals say their organization is fully aligned with clear goals on **AI strategy** and priorities.

[illegible]

50%

of companies have a **formal stance on AI usage** across departments. Even fewer (44%) have an AI governance framework or policy in place.

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Blank lined paper for writing.

Blank lined paper for writing.



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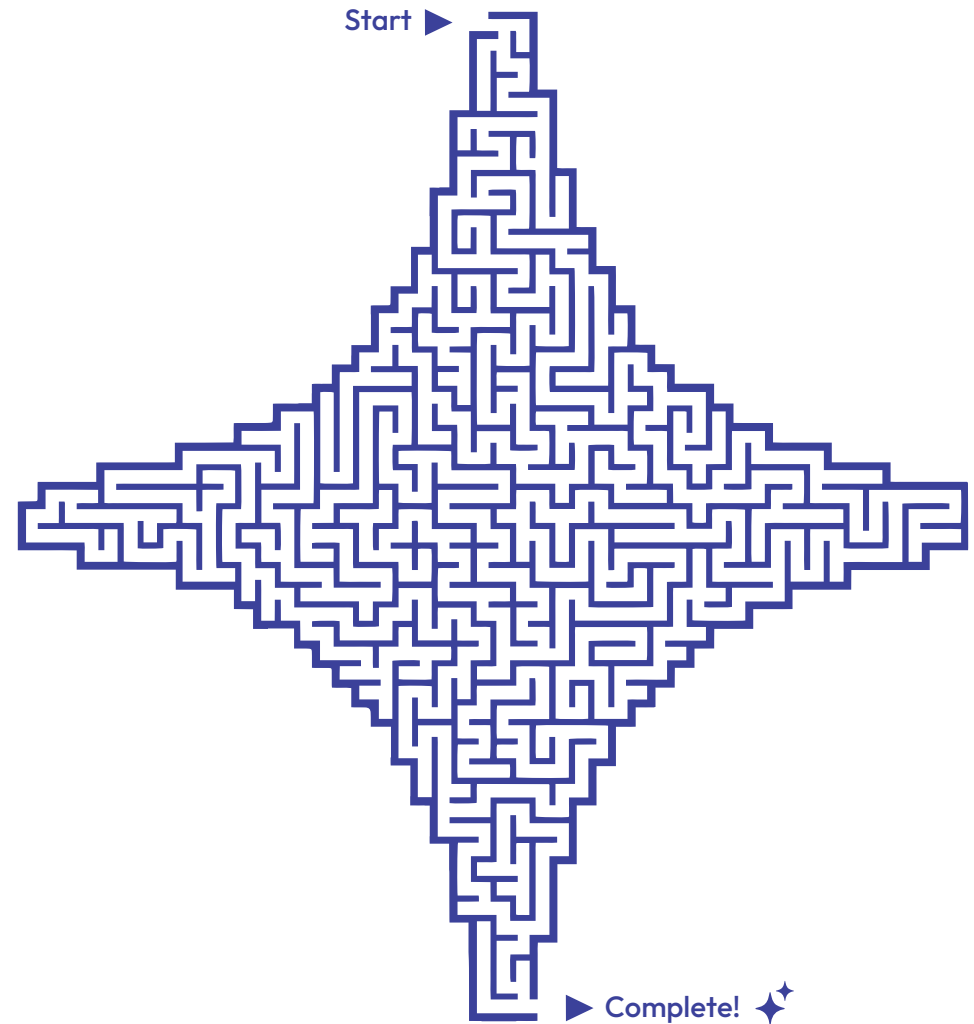
# Brain Boost

## DID YOU KNOW?

Scientists say short mental breaks can improve focus, productivity, and creativity. So, grab a pen, solve a puzzle, and watch your ideas recharge!

CornellHealth, Cornell University

The complexity of our healthcare system can feel like a maze — lead the way through!



# Word Search



Data  
Healthcare  
Innovation  
Insights

Policy  
Relations  
Support  
Transformation

Voyages  
Transcarent  
WayFinding

A J T W T L L M R M J R Q G H H U S  
F W P H D R A I N N O V A T I O N U  
Y R A O E R A V O J Z B O B R N L P  
H E C Y L A F N O I V K F D I W C P  
L L V D F I L Z S Y N T K Y A Y H O  
X A Q N K I C T E C A S J R W T B R  
E T F D Y V N Y H L A G I O N R A T  
T I O I R A J D N C B R E G V V H G  
Q O U F G R A Z I Y A F E S H R L V  
C N Q J O Y C L V N Q R F N R T B N  
N S H J T I Z W N F G I E H T D S T  
T R A N S F O R M A T I O N Y Z R A



Continue the journey to  
reimaging health and care.

## This journal belongs to:

Name

Phone

Email

I'm looking forward to a health and care future  
where

## Connections I'm excited about keeping:

Name

Organization

Contact

Name

Organization

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