



# GUIDANCE: POSITIONING & MESSAGING PLATFORM



## GUIDANCE: MASTER POSITION

Humana is the **ONLY** company that has the capability and commitment to guide consumers toward the best possible choices as healthcare continues to change, providing the right information at the right moment in time, making it simpler and easier to choose, and supporting every decision in every way possible.

## MASTER MESSAGING

**Everyone says that healthcare is broken. But perhaps what's truly broken is how we're all looking at it.** Consider how the quality of healthcare in America remains the best in the world, particularly for the most devastating diseases and acute conditions. Such an unwavering commitment to quality comes with a price, and it has continued to increase through the years.

Today, experts say these costs are at last spiraling out of control, with no end in sight. And it's hard to argue with that, as we see employers, providers

and health benefits companies all struggling to balance quality with cost. Despite our efforts and best intentions, premiums rise, even as benefits fall.

Today, and more than ever before, there's a 'new' participant in this cause: the average consumer who is increasingly able to have a voice—and take an active role—in the decisions that affect us all: how individual coverage is designed; how provider services are used; and ultimately, how often and to what degree they're needed in the first place.

The old days of how healthcare is financed are numbered. What's needed today is a new kind of partnership between every participant. Where everyone benefits collectively when each plays its own role, and acts in its own best interests.

**At Humana, our role is to provide guidance when it's needed most: at every moment, of every day.** Providing the information to make the best possible decisions, and then supporting them in every way. Taking the lead as we move confidently ahead, from advancing quality of care to advancing quality of *life*.

## INTERNAL MESSAGING

**The world of healthcare is changing. And at this unique moment in history, we have the opportunity to change it for the better.** Today, people have more issues than answers. More and more, they are making their own healthcare decisions, but too often lack the information to act with confidence.

So where can they turn? In the past, no one company had the credibility to truly offer the guidance they seek. But that is rapidly changing, as Humana already delivers guidance in so many ways. And there are more and more examples all around you, every day.

We believe the way to build members' trust is to see things their way, instead of solely our own. To offer

options that can make a true difference, and then support their choices in every way possible. To make complex healthcare issues easier. And to do so without surprises. In all things, we strive for perfect service. And see our commitment come to life in the countless ways we enrich the health—and ultimately, the lives—of our members.

Together with you, Humana provides guidance when our members need it most. And that means a brand new opportunity for us all.

## EXTERNAL MESSAGING

**How can you be sure that you have the best possible healthcare for you and your family?** It's in the news every day: Costs are spiraling out of control. Benefits are declining. More and more people are being asked to make tough and unfamiliar choices, perhaps even you. There's no easy fix for healthcare. But there is a way to make things better for *you*.

It starts with you, by deciding—today—that it's worth the effort to become more involved. To ask more questions, and truly understand your options. To weigh them carefully. And only then make more informed decisions, with confidence.

Times are changing. And Humana is here to guide you, every step of the way. Starting with the information you

need, when you need it. Making it simpler and easier to choose. And then supporting your decisions every moment, of every day.

Millions of Americans have already said 'enough' when it comes to healthcare. They're taking charge, using all of the resources available, and making better decisions. Are you ready to join them?

**Humana is here to give you guidance when you need it most.** And for you and your family, that can make all the difference.