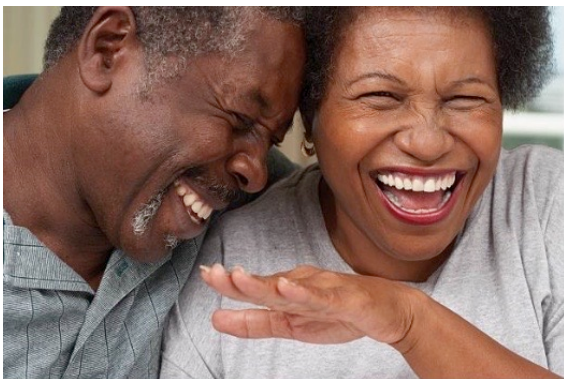




Resources for Broker Partners

**A better
primary care
experience
for your
Medicare
clients.**



Part of the Independence
Blue Cross Network

Independence 

Let's work together to give adults 65+ the care they deserve:

Healthcare truly built around them.

- The Patina experience is different and gives your clients the highest level of quality care — designed to be convenient, accessible, easy-to-use and personalized.
- We will deliver high satisfaction that keeps your clients happier and healthier.
- We are committed to delivering an exceptional healthcare experience and outcomes — to help your clients live and age well.



We interviewed a number of brokers in the Philadelphia area to better understand your and your clients' needs. Here are a few of the things we heard:

- Many of your Medicare clients had poor PCP experiences during the COVID pandemic and had difficulty accessing primary care.
- More PCPs have been retiring or their practices have been being acquired by large provider systems, leaving your clients scrambling to find alternatives.
- Your clients are concerned about the safety of visiting clinics and sitting in crowded waiting rooms with sick patients.
- There are longer wait times for PCP visits, with clients sometimes being re-directed unnecessarily to urgent care centers or even emergency rooms for basic care.
- One benefit of the pandemic has been the growing use and comfort with technology and telehealth visits.

Patina Partners with Independence Blue Cross

Patina is part of the Independence Blue Cross network and is covered by Independence **Keystone 65 HMO** or **Personal Choice 65™ PPO** plans, at no extra cost to members. That means members can enjoy a unique care experience while receiving benefits from Independence that fit their needs and budget.



The healthcare & aging experience we want for our own loved ones.

We believe everyone should have the opportunity to live their best lives and age with dignity.

Unfortunately, today's fragmented, office-centered healthcare creates many barriers for people over 65: It's hard to get an appointment. Office visits often involve sitting in crowded waiting rooms with people who are sick. And

the patient's actual time with their PCP is often limited, impersonal, rushed.

Patina was built to change all that with an experience that's easier, safer and more convenient. We take the time to build trusted relationships. And bring care right to the people we serve, virtually and in-person when needed.

The Patina difference.

Our primary care experience is designed exclusively to meet the needs of older adults and the loved ones who support them.

It's different from traditional models in a number of ways:



Human-Centered

Your team, led by your primary care practitioner, will listen with empathy, take the time to know you and work with you to create a personalized care plan that evolves with you over time.



Comprehensive

We address your total health and well-being with an approach that includes primary care, behavioral health, prevention, community resources, coordination of specialist care and more. We also encourage you to invite trusted loved ones to participate on your care team.



Convenient

You get one place to go for all of your health needs. Your dedicated care team meets you right in the comfort and safety of your home – with virtual visits anytime through video, phone and chat, or in-person visits whenever needed.



Coordinated

We take on the legwork to help you navigate care, find the right specialists and community resources, and ensure that your transitions between the hospital and other sites of care are easy.



Enduring

We only serve people 65 and older, so we understand your unique needs and can help you anticipate the normal changes that take place as we all age. Your personal care team knows you, your family and your context, and stays with you over time so you can live your best life and age with dignity and independence.

Who can benefit most from Patina?

Based on our research, including interviews with older adults and their loved ones from Philadelphia and across the country, we believe that the following client segments will be most interested in the Patina model initially:



New to Medicare

Those just turning 65 looking for a new, better primary care experience; more convenient and better use of their time; features we think will be most attractive include the in-home experience (no more time wasted traveling to your doctor's office) and telemedicine plus the Patina care mobile app.



"Win Me Over"

Those who may be dissatisfied with their current PCP; looking for a better experience and relationship. Their long-time PCP may have retired, or because of their frequent use of specialists, they may not have a close relationship with their PCP. In some cases, they may not even have chosen a PCP.



"Need a Quarterback"

Those who have more complex conditions and multiple specialists– they like that Patina health champions remove the complexity and hassle of managing appointments, communication between specialists, and advocate for them in all aspects of their care.



"No Place Like Home"

Those who really value the safety and access to a team through care that takes place in their own home; they may have mobility issues or just like the convenience of not having to travel to a doctor's office to get their primary care.



Family & Loved Ones

Patina removes a lot of the stress and worry from caregiving by providing health champions to coordinate care. Patina can also make caregivers part of the care team, making it easy for them to participate in all aspects of care.

An entire team focused on improving the total healthcare and aging experience.

Our dedicated Patina primary care team helps your clients stay healthy and supports them when they're not feeling well or need help with other health or well-being issues.

Our team takes the time to know them, to understand their goals, and to develop a personalized care plan tailored to their needs.

We'll even help them coordinate their specialist care...and follow-up on details to ensure everything is running smoothly.

As experts in aging, we can take on the legwork. So they can focus on living their best lives.

The Patina Care Team

Always putting clients at the center with our unique model of in-home care via virtual and in-person visits.

Primary Care Practitioner

Physicians and nurse practitioners focused on individual care needs and goals

Specialized Team Members

When needed, we'll bring in experts in areas like behavioral health, pharmacy, condition management, healthy aging and more



Patina Health Champion

A go-to person for real-time solutions, healthcare navigation, care coordination and more

Family & Loved Ones

As the expert in your client's care, they're encouraged to involve those who support them most

The Patina Care Team stays with them over time as their needs evolve

Patina FAQs

Here are answers to some of the frequently asked questions we've received from brokers. A full set of FAQ can be found at patinahealth.com/about-us/faq/.

What is Patina?

Patina is a new primary care medical practice, built specifically for people 65 and up to address the unique needs of older adults.

In effect, Patina is a new primary care provider within the IBC network, with an innovative model focused on more personalized care, greater access and convenience, and a “whole person” approach to care, which results in higher-quality outcomes and a higher quality of life. As IBC members, all of the resources of the IBC network are available to Patina patients, meaning they can keep their current specialists, prescription plan, lab and imaging, and more.

Is there an additional charge to clients who select Patina?

There are no membership fees or extra costs to clients for covered benefits. If their plan includes a co-pay or deductible for primary care, they simply continue to pay the same way they always have.

Who is eligible to become a Patina patient?

Right now, Patina is part of the Independence Blue Cross network, and is covered by their Medicare Advantage Plans - Independence Keystone 65 HMO or Personal Choice 65 PPO. If they participate in one of these plans, we can help them get set up as a new patient.

How is Patina different?

Patina is different from traditional primary care providers, focused on creating a better overall healthcare and aging experience:

- Clients get a dedicated Patina care team that's focused on them as a whole person. Their primary care practitioner and health champion will spend more time to truly get to know them and build a trusted relationship.
- Patina makes care more accessible and convenient by bringing care right to them, virtually or in person. They get more time with their Patina care team whenever they want it through video visits, phone calls or messaging – in their home or wherever they travel. In addition, Patina can come to their home in person when needed.
- Their care team works with them to create a comprehensive care plan tuned to their individual goals, values and preferences for this phase of life — and makes it easy to involve family members and trusted loved ones on their care team. Their Patina care team will even do the legwork so they can spend less time coordinating care and more time doing what they enjoy.

Patina FAQs

CONTINUED...

How do I help my client switch their PCP to Patina?

If your client is covered by an IBC Medicare Advantage Plan — Independence Keystone 65 HMO or Personal Choice 65™ PPO — selecting Patina as their PCP is easy. All they need to do is call 215-241-3737 and speak to the IBC Member Help Team (MHT). They'll step your client through the process, which only takes a few minutes. At that point, updated member cards will be issued.

Who are Patina PCPs?

Patina is a primary care practice that has both physicians and nurse practitioners on your health care team as primary care practitioners, or PCPs. All of our PCPs, both physicians and NPs, are board certified and have many years of experience caring for adults 65 plus. Some of our PCPs are more focused on care in the home. Others are more focused on virtual care by phone or video. All can evaluate illnesses, make diagnoses, write prescriptions for medications and other treatments, refer to specialists, etc. They collaborate with each other and the entire Patina team.

Can clients choose their own PCP and members of their care team?

At Patina, we aim to build a comprehensive and consistent team around you that meets your unique needs. Each member of the care team (primary care physicians, nurse practitioners, health champions and specialized resources) aims to learn and adapt to your preferences and goals so you feel supported each step of the way. Providers are assigned based on where your clients live, and are all trained to meet your clients' unique preferences, values, and goals.

How can I give my clients a better way of understanding the Patina experience and have them meet the Patina care team?

We are offering regularly scheduled virtual information sessions for prospective Patina patients to meet with our care team and get answers to any specific questions they may have. To sign up, just have them visit patinahealth.com/get-started.

Building awareness and interest in the Philadelphia market.

Marketing programs will run throughout 2022.

We are launching a number of campaigns and events in early '22 to drive awareness and generate interest in Patina. In addition to programs led by Patina, we will partner with Independence Blue Cross on joint marketing efforts to reach IBC members and targeted prospects where they are.

You'll begin to see paid ads in late February, which will run throughout the year on channels such as Facebook,

Search and the Google Display Network. Direct mail will target both IBC members and prospects.

Any prospect who is interested in selecting Patina as their PCP in '22 will need to be enrolled in an Independence MA plan. Those who are not currently enrolled will need to work with a trusted broker agent to make the switch before becoming eligible for Patina.

Resources for you and your clients.

You can also refer clients and get helpful information at patinahealth.com/brokers

Patina Website
patinahealth.com

Patina Videos
patinahealth.com/videos

Patina Frequently Asked Questions
patinahealth.com/about-us/faq

Patient Referrals
Call toll-free (855) 478-8308

General Broker Inquiries
Call toll-free (855) 478-8207

This includes discussing opportunities to partner on events or other marketing activities

We will also be distributing broker-specific materials as well as brochures for prospective patients through Independence broker channels. Please call us with any questions. We are here to support you and your clients.

In addition, we are looking forward to working with agents who are interested in creating joint or co-op marketing programs like mailers and participating together in local community events.

For More Information
Contact Kate Masino, Patina General Manager:
kate.masino@patinahealth.com

Connect with Patina

We're excited to work with brokers to give Medicare clients the care they deserve — healthcare truly built around them — to help them live and age well.

Designed exclusively for adults 65 and up, Patina's home-based care model means no more long delays to get primary care appointments, no more frustrating drives or long office waits, and no more rushed PCP visits.

Your clients will get accessible, high-quality care that meets them where they are right from the comfort and convenience of their home... or wherever they travel.

To refer clients and get helpful information visit patinahealth.com/brokers

