

tone and voice

BRAND ATTRIBUTES

This is our brand personality. No matter the audience, message, or situation, every communication should be consistent with these characteristics.

EMPATHETIC

We can't always know exactly what someone is experiencing, but we put ourselves in the shoes of the people we interact with and serve. We approach every situation with compassion and understanding

ON THE LEVEL

There's enough confusion in this industry already. We do our best to cut through the clutter and be straightforward and upfront.

ENERGIZED

It takes a team of passionate, dedicated people working together to deliver on a mission and vision as big as ours. We come to the table ready to work hard for our partners and members.

OPTIMISTIC

We're hopeful and confident about the future. We know healthcare isn't perfect, but we put ourselves to work each day making it better. Together.

RELIABLE

We're always standing by to assist our members. It's this caring system of support that creates a healthy and helpful open dialogue – members can reach out to us in times of need, and we can engage them proactively when the timing is right.

COMMUNICATION PRINCIPLES

These are guidelines for *how* we communicate.

RELATABLE

Healthcare is personal. It's about building trust and setting the expectation that we are here for the people we serve. We talk with our members, not at them. We use first person and first names when appropriate.

CLEAR

We get to the point. We help members understand exactly what they need, or we need, to find a solution or accomplish a goal. We use short words and sentences and avoid vague language.

SIMPLE

Healthcare is a complex business, but we try our best to break it down into bite sized pieces to make it easier to understand, for everyone. We're consistent in our language and style across communications and channels.

GOOD-NATURED

Our communications can be casual and lighthearted when appropriate, while still maintaining a level of respect and courtesy to all of our members.

BRAND TERMS USAGE AND RULES

BRAND TERMS

Do use	Don't use	What it means
Care Navigator	care-navigator	Registered nurses and mental health professionals who help coordinate our members' care. They can help members understand their medications, determine the right level of care, and find the right provider.
Care Partners	care-partners	The health systems we partner with. i.e. Centura Health and Colorado Health Neighborhoods, Brookwood Baptist Health, and Arizona Care Network. These are not the individual providers or practices.
providers		Doctors, physicians, physician's assistant, etc.
Member Hub	member-hub member-portal	The online dashboard that members can access to find a provider, manage claims, view benefits & plan summaries, print their ID card, and track their spend, etc.
Member Services	customer-service member-services Member-services	Bright Health representatives that help members navigate their health plan benefits and service.
members	beneficiaries subscribers enrollees participants	Consumers who have enrolled in a Bright Health plan.
membership	policy	The plan and benefits that a member has purchased through Bright Health.
Provider Finder tool	provider-finder-tool Provider-Finder-Tool	Our online tool used for browsing in-network providers and facilities.

USAGE AND RULES

- 1.** Use **Bright Health** rather than Bright Health Plan unless you are referring to our legal entity. You may use “Bright” as a second reference. Always use “we” in reference to Bright Health (not “it” or “they”).
- 2.** Capitalize every instance of **Bright-branded words** in body copy like “Brighter” or “Brightest”. i.e. “We offer Brighter Medicare Advantage plans.”
- 3.** Use **team member** when referring to a Bright Health colleague or employee, including customer service reps or extensions/partners of Bright Health.
- 4.** **better at better.** This is our brand tagline. If used on its own, don’t use punctuation. If used in a sentence, apply sentence case rules.

A little more about “better at better” and what it stands for: The better at better tagline encapsulates our elevated service in a succinct and memorable way. It makes a commitment to ‘level up’ every interaction with a member, across the full healthcare ecosystem. From offering affordable and personalized plans to a team that helps members navigate through any complexities, it drives home the idea that we always aim to be the best at delivering the better type of healthcare experience they deserve.

- 5.** **Bright on!** Use this as an internal rally cry. Sort of like a high-five.
- 6.** **Sign off.** For operational communications, sign off with **“Bright Health”**. For marketing or service communications, sign off with **“Your Bright Health Team”** (not “Bright Health team”).

GRAMMAR USAGE AND RULES

Use first person.

Use first person rather than third person.

When in doubt, use a period.

Use exclamation points sparingly.

Use contractions when possible.

Contractions are a great way to give your writing an informal, friendly tone. In most cases, use them as you see fit.

Gender guidelines

Use “they” as a singular pronoun when gender is unknown (rather than “he or she” or “he/she”).

Commas

Use an Oxford comma in lists i.e. “We have offices in Minneapolis, Austin, Denver, and New York.”

Headlines, subheads, and body copy

For communications that are in full design, use all caps for headlines and sentence case for subheads and body copy. Please refer to visual style guide.

Using sentence case

For communications that are written without design production, use sentence case for most headlines, sub-heads, and body copy. i.e. “We’re health insurance that revolves around you.” Not “We’re Health Insurance That Revolves Around You.” Use title case for column or row headers in tables or charts. i.e. “Out-of-Pocket Max” or “Annual Deductible”.

Numbers in text

Numbers one through nine should be spelled out, for numbers 10 and up use numerals.

Email subject lines and preview text

Email subject lines should be sentence case and under 65 characters. Preview text should be sentence case and under 140 characters (including spaces).

Website URL

When writing out a website URL, omit the www. and use title case for readability. i.e. “Visit BrightHealthPlan.com”.

Login vs log in

Use login when used as a noun or adjective like “the login screen”. Use log in when used as a verb like “log in to the Member Hub”.

Time, phone numbers, and date guidelines:

- Use “am” or “pm” rather than “AM” or “a.m.”
- Use parenthesis for phone numbers (888) 888-8888
- When possible, use “local time”. When we need to specify time zones, use MT, CT, ET, and PT.

i.e. “Call Member Services at (888) 888-8888 Monday through Friday, 8am - 8pm local time.”
- Date: Saturday, January 24 or Sat., Jan. 24 if space is limited, but not “January 24th” or “Jan. 24th”

INDUSTRY TERMS AND USAGE

Do use	Don't use	What it means
Annual Enrollment Period (AEP)	Annual Election Period annual enrollment period	The enrollment period for Medicare Advantage plans.
Open Enrollment Period (OEP)	open enrollment period	The enrollment period for Individual and Family plans.
coinsurance	co-insurance co-insurance	The percentage your healthcare bill you're responsible for (only kicks in after you've reached your full deductible).
copays	co-pay co-pay	A fixed amount you pay for a covered healthcare service.
healthcare	health care	The industry encompassing how health services are administered and paid for.
Medicare Advantage plan	Medicare Advantage Plans MA	Sometimes called "Part C", these plans are offered by private companies for Medicare eligible consumers, typically over the age of 65.
Individual and Family plans	Individual and Family Plans	Sometimes called commercial plans, these plans are offered by private companies through state healthcare exchanges.
out-of-pocket max/maximum	max/maximum out-of-pocket	The most you can be asked to pay for covered healthcare services in a year. It includes deductibles, copays, and coinsurance.
pre-authorization	preauthorization pre-authorization	Permission an insurer gives to a member to have a certain healthcare treatment that is outside of covered benefits.
preventive	preventative	Routine care that is covered in your health plan.
primary care provider (PCP) <i>Always spell out the first mention before referencing PCP.</i>	primary care physician Primary Care Provider	A member's main point of contact for their healthcare needs.
in-network	in-network	The group of care providers that are covered under a Bright health plan.
out-of-network	out-of-network	Providers and facilities not covered by Bright Health.

For additional grammar and style rules, generally follow the [AP style guide](#).