



CoverCo 2022

friday
health plans

Agenda

- About Friday Health Plans
- 2022 Individual Plans—Benefit Highlights
- Friday Service Areas & Provider Network
- Advertising Campaigns
- Improvements
- Who Should Members Call?
- Q&A

Who is Friday Health Plans?

- Founded in 2015 by Sal Gentile and Dave Pinkert.
- In 2017 Colorado Choice, with a 50-year history, was acquired by Friday Health Plans. Friday is purpose-built for people who buy their own health insurance.
- As we expand into new states, we are staffing in anticipation so our members will continue to experience high levels of service with Friday Health Plans.
- Currently operating in Colorado, Nevada, New Mexico, & Texas.
 - New States 2022: Georgia, North Carolina, & Oklahoma

+ + + + +

+ + + ○ +



Why Choose Friday For Individual?

No cost? Yes please.

- **Unlimited \$0 Primary Care Visits On Many Plans**
 - Easily take care of yourself and your family when you're sick or hurt with \$0 doctor visits.
- **Unlimited \$0 Mental Health Visits**
 - Because we believe that mental health is as important as physical health, Friday offers many plans with \$0 mental health visits.
- **\$0 Preferred Generic Drugs**
 - Thousands of \$0 preferred generic drugs on many plans.
- **VSP Annual Exam**
 - \$0 annual vision exam included on all plans. Please have your clients use the VSP Provider Network for this benefit.

Convenient coverage. Around the clock.

- **\$0 for Teladoc Services**
 - Reach a doctor 24/7 from your phone or computer, wherever you are.
- **Urgent Care / Dispatch Health Visits**
 - Copay on most plans. Dispatch Health Available in limited coverage areas.

+ + + + +

+ + + ○ +



2022 Plan Benefits

NEW PLAN

Plans/Visits	CATASTROPHIC	BRONZE BASIC	BRONZE RX COPAY	BRONZE PLUS COPAY	BRONZE HSA
Individual Deductible/Family	\$8,700 / \$17,400	\$8,700 / \$17,400	\$8,700 / \$17,400	\$8,700 / \$17,400	\$7,000 / \$14,000
Individual Max Out of Pocket/Family	\$8,700 / \$17,400	\$8,700 / \$17,400	\$8,700 / \$17,400	\$8,700 / \$17,400	\$7,000 / \$14,000
Annual Wellness Visit	\$0 Copay	\$0 Copay	\$0 Copay	\$0 Copay	\$0 Copay
Primary Care Visit	3 Visits at \$0, then \$0 after Deductible	\$0 after Deductible	\$0 Copay	\$0 Copay	\$0 after Deductible
Mental Health Visit	\$0 after Deductible	\$0 after Deductible	\$0 Copay	\$0 Copay	\$0 after Deductible
Specialist Visit	\$0 after Deductible	\$0 after Deductible	\$0 after Deductible	\$150 Copay	\$0 after Deductible
Annual Vision Exam	\$0 Copay	\$0 Copay	\$0 Copay	\$0 Copay	\$0 Copay
Teladoc*	\$0 per Visit	\$0 per Visit	\$0 per Visit	\$0 per Visit	\$0 per Visit
Urgent Care Visit	\$0 after Deductible	\$0 after Deductible	\$75 Copay	\$175 Copay	\$0 after Deductible
X-ray and Imaging	\$0 after Deductible	\$0 after Deductible	\$0 after Deductible	\$0 after Deductible	\$0 after Deductible
Inpatient Stay	\$0 after Deductible	\$0 after Deductible	\$0 after Deductible	\$0 after Deductible	\$0 after Deductible
Emergency Room	\$0 after Deductible	\$0 after Deductible	\$0 after Deductible	\$0 after Deductible	\$0 after Deductible
Drugs	CATASTROPHIC	BRONZE BASIC	BRONZE RX COPAY	BRONZE PLUS COPAY	BRONZE HSA
Preventive ACA Drugs	\$0	\$0	\$0	\$0	\$0
Preferred Generic	\$0 after Deductible	\$0 after Deductible	Up to \$25 Copay	Up to a \$30 Copay	\$0 after Deductible
Preferred Brand	\$0 after Deductible	\$0 after Deductible	Up to \$250 Copay	Up to a \$160 Copay	\$0 after Deductible
Non-Preferred Generic/Brand	\$0 after Deductible	\$0 after Deductible	Up to \$350 Copay	\$0 after Deductible	\$0 after Deductible
Specialty Drugs	\$0 after Deductible	\$0 after Deductible	Up to \$725 Copay	\$0 after Deductible	\$0 after Deductible

*Pending Approval From Colorado Department of Insurance

friday
health plans

2022 Plan Benefits

NEW PLAN

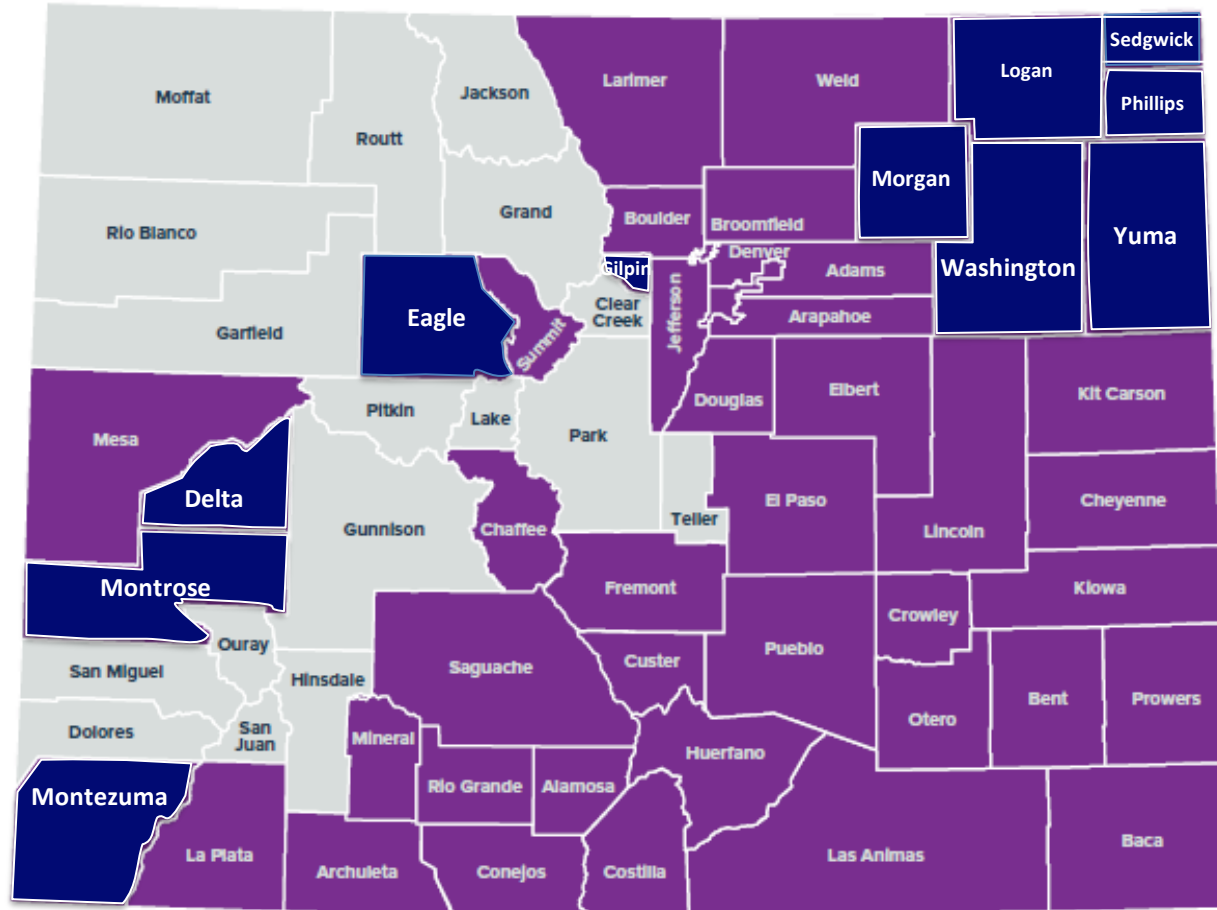
NEW PLAN

Plans/Visits	SILVER	SILVER COPAY	SILVER RX COPAY	GOLD	GOLD COPAY	GOLD RX COPAY
Individual Deductible/Family	\$5,500 / \$11,000	\$5,500 / \$11,000	\$4,300 / \$8,600	\$2,300 / \$4,600	\$2,300 / \$4,600	\$950 / \$1,900
Individual Max Out of Pocket/Family	\$8,700 / \$17,400	\$8,700 / \$17,400	\$8,700 / \$17,400	\$8,250 / \$16,500	\$8,250 / \$16,500	\$8,250 / \$16,500
Annual Wellness Visit	\$0 Copay	\$0 Copay	\$0 Copay	\$0 Copay	\$0 Copay	\$0 Copay
Primary Care Visit	\$0 Copay	\$0 Copay	\$0 Copay	\$0 Copay	\$0 Copay	\$0 Copay
Mental Health Visit	\$0 Copay	\$0 Copay	\$0 Copay	\$0 Copay	\$0 Copay	\$0 Copay
Specialist Visit	20% after Deductible	\$80 Copay	20% after Deductible	20% after Deductible	\$60 per Visit	20% after Deductible
Annual Vision Exam	\$0 Copay	\$0 Copay	\$0 Copay	\$0 Copay	\$0 Copay	\$0 Copay
Teladoc*	\$0 per Visit	\$0 per Visit	\$0 per Visit	\$0 per Visit	\$0 per Visit	\$0 per Visit
Urgent Care Visit	\$75-\$80 Copay	\$100 Copay	\$75-\$80 Copay	\$75 Copay	\$75 Copay	\$75 Copay
X-ray and Imaging	20% after Deductible	\$100-\$105 Copay	20% after Deductible	20% after Deductible	\$100 Copay	20% after Deductible
Inpatient Stay	20% after Deductible	30% after Deductible	20% after Deductible	20% after Deductible	20% after Deductible	20% after Deductible
Emergency Room	50% after Deductible	30% after Deductible	50% after Deductible	50% after Deductible	50% after Deductible	50% after Deductible
Drugs	SILVER	SILVER COPAY	SILVER RX COPAY	GOLD	GOLD COPAY	GOLD RX
Preventive ACA Drugs	\$0	\$0	\$0	\$0	\$0	\$0
Preferred Generic	\$0	Up to \$30 Copay	\$0	\$0	Up to \$10 Copay	\$0
Preferred Brand	20% after Deductible	Up to \$80 Copay	Up to \$250 Copay	20% after Deductible	Up to \$40 Copay	Up to \$250 Copay
Non-Preferred Generic/Brand	50% after Deductible	Up to \$150 Copay	Up to \$350 Copay	50% after Deductible	Up to \$75 Copay	Up to \$350 Copay
Specialty Drugs	50% after Deductible	Up to \$425 Copay	Up to \$725 Copay	50% after Deductible	Up to \$300 Copay	Up to \$685 Copay

*Pending Approval From Colorado Department of Insurance

2022 Colorado Service Area

COLORADO SERVICE AREAS

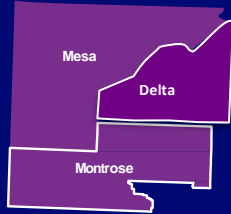


11 NEW Counties For 2022!!

- Delta County
- Eagle County
- Gilpin County
- Logan County
- Montezuma County
- Montrose County
- Morgan County
- Phillips County
- Sedgwick County
- Washington County
- Yuma County

2022 Colorado Service Regions

Western Region



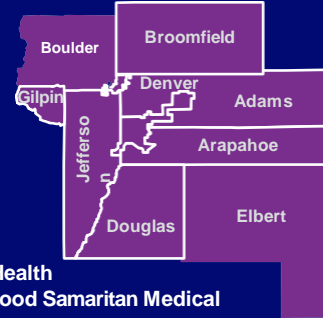
Key Providers:

- + Community Hospital
- + Delta County Memorial Hospital
- + Mountain Peaks Urgent Care
- + St. Mary's Medical Center

Denver Metro Region

Key Providers:

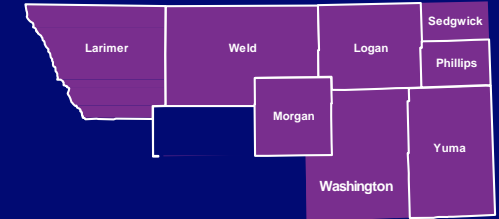
- + National Jewish Health
- + New West Physician Group
- + Centura Health
 - Avista Adventist Hospital
 - Castle Rock Adventist Hospital
 - Littleton Adventist Hospital
 - Longmont United Hospital
 - Parker Adventist Hospital
 - Porter Adventist Hospital
 - St. Anthony Hospital
 - St. Anthony North Hospital
- + Boulder Community Hospital
- + Boulder Medical Center
- + Childrens Hospitals
- + Concentra Urgent Care



+ SCL Health

- Good Samaritan Medical Center
- Lutheran Medical Center
- Mount Saint Vincent
- Platte Valley Medical Center
- Saint Joseph Hospital
- West Pines Behavioral Health

Northern Region



Key Providers:

- + Banner Health
 - Banner Fort Collins Medical Center
 - McKee Medical Center
 - Northern Colorado Medical Center
- + Colorado Plains Medical Center
- + East Morgan County Hospital
- + Haxtun Hospital District
- + Melissa Memorial Hospital
- + Sedgwick County Memorial Hospital
- + Sterling Regional
- + Wray Community District Hospital
- + Yuma District Hospital

Southwestern Region



Key Providers:

- + Animas Surgical Hospital
- + Southwest Memorial Primary Care
- + Mercy Regional Medical Center
- + Durango Urgent Care

Mountain Region



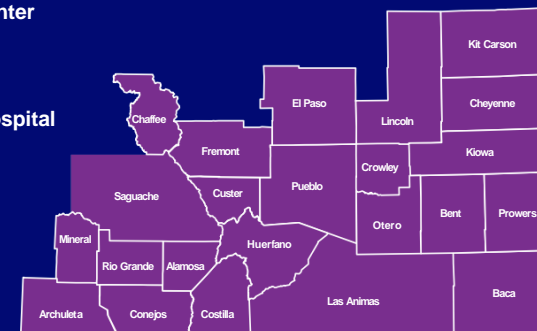
Key Providers:

- + St. Anthony Summit Medical Centers

Southern Region

Key Providers:

- + Arkansas Valley Regional Medical Center
- + Conejos County Hospital
- + Heart of The Rockies
- + Keefe Memorial Hospital
- + Kiowa Weisbrod Memorial County Hospital
- + Kit Carson County Memorial Hospital
- + Lincoln Community Hospital
- + Mt. San Rafael Hospital
- + Pagosa Springs Medical Center
- + Parkview Medical Center
- + Penrose Hospital
- + Prowers Medical Center
- + Rio Grande Hospital
- + SLV Health
- + Southeast Colorado Hospital
- + Spanish Peaks Regional Health Center
- + St. Francis Medical Center
- + St. Mary Corwin Medical Center
- + St. Thomas More Hospital



2022 Colorado Providers

Hospitals Systems and Urgent Care Facilities in the Friday Network





- SCL Health
- Children's Hospital Colorado
- Boulder Medical Center
- Boulder Community Hospital
- National Jewish Health
- Centura Health
- New West Physicians
- Banner Health
- Many locally contracted hospitals
- Concentra
- Locally contracted urgent care centers
- [DispatchHealth](#) (Denver, Boulder, Colorado Springs)
- [Teladoc.com](#)

2022 Advertising Campaigns

\$0 Primary Care Visits

Unlimited \$0 primary care visits.*
Get well sooner.



*\$0 visits available on most plans, not all.
All plans issued by Friday Health Plans of Colorado, Inc.

\$0 Generic Drugs



Pharmacy visits. Now wallet-optional!
\$0 generic drugs.*



*\$0 drugs available on most plans, not all.
All plans issued by Friday Health Plans of Colorado, Inc.

Not On The Company Health Plan?

Not on a company health plan?
There's a plan for that.



All plans issued by Friday Health Plans of Colorado, Inc.

\$0 Mental Health Visits

Let's talk about it.

Unlimited \$0 mental health visits.*



*\$0 visits available on most plans, not all.
All plans issued by Friday Health Plans of Colorado, Inc.

friday
health plans

What Have We Improved?

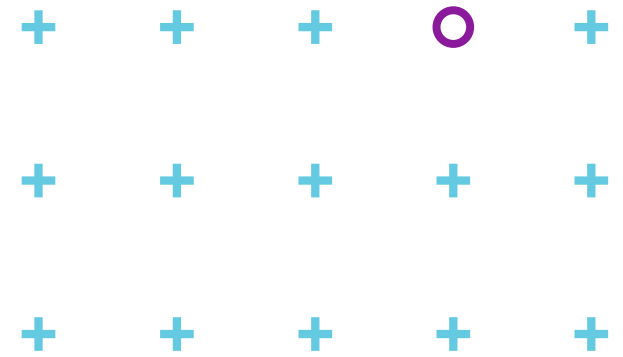
- Friday Care Crew (Customer Service) has increased staff significantly. We've moved from 8 customer service reps to 45+. Expecting 90 by January 2022.
- New Friday Mobile Application
- Pay Now – Ability to pay through our website for ongoing payments, binder payments coming soon.
- Setting up EFT Payments should be done through our Member Portal.



Customer Service: [800.475.8466](tel:800.475.8466)

Pay by Phone: [844-279-4335](tel:844-279-4335)

- Questions
- Coverage
- Benefits
- Billing
- General



Who Should I Contact for Materials?

Sales Executives

➤ **Troy Norgren (Denver & Northern Colorado)**

➤ Email: Troy.Norgren@fridayhealthplans.com

➤ Phone: 970-219-4478

➤ **Connie Scidmore (South of Denver)**

➤ Email: Connie.Scidmore@fridayhealthplans.com

➤ Phone: 719-252-4998



+ + + + +

+ + + ○ +



Questions?

Presentation by Joe Blakely, Director of Sales Colorado
720-665-3363
joe.blakely@fridayhealthplans.com

friday[®]
health plans