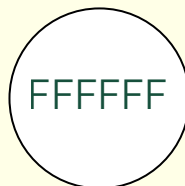


BRIGHT LIFE BRANDING KIT

COLORS & LOGO



BRAND COLORS & HEX CODE



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Font Family**



LOGOS & ICONS



**Bright Life
Health & Wellness**





VOCABULARY

TERM

Wellness Associate
(WA)

DEFINITION

A TRUE W-2 employee of Bright Life Health & Wellness that pay taxes on what they earn. They voluntarily participates in health data collection activities.

USAGE CONTEXT

When referring to anyone employed in a participant capacity

Recruiter

The person who is contracted through Network Pros and recruits Wellness Associates.

When referring to anyone who's recruiting employees of Bright Life Health & Wellness

Health Data Collection

Process of gathering voluntary lifestyle, biometric, and wellness information from WA's via questionnaires and tracking tools.

When describing what Bright Life does

Anonymized Data

Data from which all personally identifying information has been removed prior to analysis or sharing

Use consistently when addressing privacy concerns





WORDS TO AVOID

NEVER SAY	WHY IT'S WRONG	SAY INSTEAD
Health insurance company	We are not an insurance company	Health data and research organization
Customers	Wellness Associates are employees, not customers	Wellness Associates, employees, participants
Insurance Plan	Our benefit is an ERISA-governed self-funded plan, not an insurance product	Employee health benefit plan
Agent / Broker	You are recruiting employees into Bright Life, not selling a policy.	Recruiter
Health insurance benefits	We are not an insurance company	Wellness benefits
Sell health data	We do not sell individual data, we share aggregated insights under research agreements	Share population-level, anonymized insights with Research Partners





POSITIONING

THE PROBLEM WE SOLVE

Bright Life Health & Wellness conducts behavioral and preventive wellness research to better understand the factors that influence long-term well-being. Through research, analytics, and employee engagement, Bright Life generates insights to help shape a healthier future for individuals and organizations.

ABOUT US

OUR MISSION

Our mission is to advance full-body wellness through research. We explore how people experience health and wellness and turn that research into meaningful findings that support a healthier future.

WELLNESS ASSOCIATES

These are TRUE W2 employees. With their employment to Bright Life, they're eligible to take part in the employee benefit program.

THE BENEFIT PROGRAM

Depending on the selected plan, the employee could get Medical, Dental, Vision, and/or Life. Telemedicine is also available on eligible plans at no extra cost.

VENDOR INFORMATION

Our Live Doc: Telemedicine provider, VerusRx: Pharmacy Benefit Manager, Lively: HSA, Network Pros: Recruiting entity, ADP: Payroll provider, and Humana: Dental, Vision, Life.

