

Use Plain Language

Simply said • Easily read

credible coverage, formulary, excepted benefits, provider, qualifying event



Is that any way to talk to your mother?

Use Plain Language

Simply said • Easily read

Do you suffer from "marble mouth"?

"The physician will utilize tests to investigate your hypertension."



Or are you CLEAR?

"The doctor will use tests to check your high blood pressure."

Think plain language doesn't matter?

Customer loyalty



84% are "... more likely to trust a company that uses jargon-free, plain English in its communications."

-- siegel+gale
simplicity survey