



Priority Health announces launch of new health navigation solution, PriorityGPS™

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GRAND RAPIDS, Mich.--(BUSINESS WIRE)--Jul. 20, 2022-- Priority Health, a nationally recognized nonprofit health plan, announced today the launch of PriorityGPSTM, an integrated health navigation and advocacy solution. PriorityGPS will be delivered through a strategic partnership with Accolade (Nasdaq: ACCD), a Personalized Healthcare service, and is available for self-funded (ASO), large employers.

According to a survey conducted by the International Federation of Employee Benefit Plans, about half of employees don't understand their benefits. PriorityGPS is designed to alleviate the stress human resources professionals face as the go-between with employees and their benefits carriers by providing direct 1:1 help for employees. Through one point of contact, employees have access to appointment scheduling, benefits and coverage guidance, and various virtual care providers among several other benefits.

While advocacy services are available in the ASO employer group market, they are often offered as a standalone or "carved out" service. This solution offers the highest level of employee support, providing all employees a high-touch, relational experience with a care support team available 24/7 through phone, web or mobile app.

"Priority Health always strives to bring new opportunities to employers wanting to meet the needs of their employees and their health goals," said Megan Schmidt, senior vice president of employer solutions at Priority Health. "Partnering with Accolade to create PriorityGPS is a great example of that kind of valued collaboration. This new product was designed with convenience and accessibility in mind, both for employers and employees, while continuing to provide the same high-quality care Priority Health is known for."

Announced earlier this year, the strategic partnership between Priority Health and Accolade brings together virtual care services and personalized navigation capabilities to enable innovative solutions, like PriorityGPS, with a comprehensive support model for Priority Health members.

"We are excited to collaborate with Priority Health to offer a unique solution in Michigan to meet the needs of employers throughout the state," said Kristin Herrera, executive vice president and general manager for health plan and enterprise channel at Accolade. "Our partnership and innovative approach bring simplicity to a complex healthcare system. By proactively connecting and staying with members throughout their health journey, we deliver on affordability, improved outcomes and provide an exceptional member experience."

Our solution goes beyond delivering transactional care to caring for the whole person. We support physical and mental health by building trusting relationships and leveraging real time data to improve employee engagement and job satisfaction while lowering costs for Michigan employers."

For more information, please visit priorityhealth.com/employer/large-group-health-insurance/navigation-solutions.

About Priority Health:

With over 30 years in business, Priority Health is the second largest health plan in Michigan, offering an extensive portfolio of health benefits options for [employer groups](#) and [individuals](#), including [Medicare](#) and [Medicaid](#) plans. Serving more than one million members each year and offering a broad network of primary care physicians in Michigan, Priority Health continues to be recognized as a leader for quality, customer service, transparency and product innovation. Learn more about affordable, quality health coverage options from [Priority Health](#).

About Accolade, Inc.:

Accolade (Nasdaq: ACCD) provides millions of people and their families with an exceptional healthcare experience that is personal, data driven and value based to help every person live their healthiest life. Accolade solutions combine virtual primary care, mental health support and expert medical opinion services with intelligent technology and best-in-class care navigation. Accolade's Personalized Healthcare approach puts humanity back in healthcare by building relationships that connect people and their families to the right care at the right time to improve outcomes, lower costs and deliver consumer satisfaction. Accolade consistently receives consumer satisfaction ratings over 90%. For more information, visit accolade.com.

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