



Resources for Broker Partners

The
primary care
experience
everyone over
65 deserves.



More personal.
More convenient.
Always here for you.



Let's work together to give adults 65+ the care they deserve: Healthcare truly built around them.

- The Patina experience is different and gives your clients the highest level of quality care — designed to be convenient, accessible, easy-to-use and personalized.
- We will deliver high satisfaction that keeps your clients happier and healthier.
- We are committed to delivering an exceptional healthcare experience and outcomes — to help your clients live and age well.



We interviewed a number of brokers in the Philadelphia area to better understand your and your clients' needs. Here are a few of the things we heard:

- Many of your Medicare clients had poor PCP experiences during the COVID pandemic and had difficulty accessing primary care.
- More PCPs have been retiring or their practices have been being acquired by large provider systems, leaving your clients scrambling to find alternatives.
- Your clients are concerned about the safety of visiting clinics and sitting in crowded waiting rooms with sick patients.
- There are longer wait times for PCP visits, with clients sometimes being re-directed unnecessarily to urgent care centers or even emergency rooms for basic care.
- One benefit of the pandemic has been the growing use and comfort with technology and telehealth visits.

Patina Partners with Independence Blue Cross

Patina is available as an in-network provider with Independence Blue Cross, and will be expanding to other major Medicare Advantage plans in the Philadelphia area (Philadelphia, Bucks, Montgomery, Chester and Delaware counties) beginning 1/1/23.



More than a primary care practitioner, an entire, dedicated team **built around them.**

The Patina care team consists of a group of dedicated professionals all focused on helping your clients stay healthy and supporting you when they're not feeling well or need help. We take the time to get to know them, to understand their goals and to develop a relationship— including a personalized care plan tailored to their needs.

As experts in aging, we know how to properly coordinate care among multiple specialists.

Work with them to reduce the number of prescriptions they take. And follow-up on details to ensure everything is running smoothly.

All of this is provided at no additional cost to them as part of their Medicare Advantage plan. They can keep your current specialists and prescription plan. As their primary care provider, we add a “next level” of attention to be sure they're getting the very best of care.

The Patina Care Team

Always putting clients at the center with our unique model of in-home care via virtual and in-person visits.

Primary Care Practitioner

Physicians and nurse practitioners focused on individual care needs and goals

Specialized Team Members

When needed, we'll bring in experts in areas like behavioral health, pharmacy, condition management, healthy aging and more



Patina Health Champion

A go-to person for real-time solutions, healthcare navigation, care coordination and more

Family & Loved Ones

As the expert in your client's care, they're encouraged to involve those who support them most

The Patina Care Team stays with them over time as their needs evolve

Reinventing the primary care experience.

Patina is different from traditional primary care in a number of important ways.



Easy access to their care team whenever they need them — any time, any place.

Our easy-to-use mobile and web app uses text, video and messaging to let them ask questions, get advice or conveniently schedule their next appointment.



Their Patina health champion is always here for them.

Their health champion is their “go-to” person — always there to help them with any question, schedule their appointments, coordinate their care among multiple specialists and more.



We come to them in the comfort of home.

No need to travel to the doctor or waste time in a waiting room. All of our visits are either virtual or when needed, in-person. What’s more, we give them all the time you need — visits are never rushed.



They can include family and loved ones as well.

They can choose who to include as part of their team — and have them participate in their appointments virtually or in-person.

Who can benefit most from **Patina**?

Patina is for everyone over 65+. No matter their current health or individual needs, we are here to give them an exceptional healthcare experience, and help them get more out of life.

Here are profiles of the clients who have chosen Patina:



“New to Medicare” and “Active/Healthy”

Those just turning 65 looking for a new, better primary care experience; as well as busy adults in good health who value convenience. Features that are most attractive include the in-home experience (no more time wasted traveling to the doctor’s office) and virtual visits, plus easy access to their care team via the Patina mobile and web app.



“Win Me Over”

Those who may be dissatisfied with their current PCP; looking for a better experience and relationship. Their long-time PCP may have retired, or because of their frequent use of specialists, they may not have a close relationship with their PCP. In some cases, they may not even have chosen a PCP.



“Need a Quarterback”

Those who have more complex conditions and multiple specialists– they like that Patina health champions remove the complexity and hassle of managing appointments, communication between specialists, and advocate for them in all aspects of their care.



“No Place Like Home”

Those who really value the safety and access to a team through care that takes place in their own home; they may have mobility issues or just like the convenience of not having to travel to a doctor’s office to get their primary care.



Family & Loved Ones

Patina removes a lot of the stress and worry from caregiving by providing health champions to coordinate care.

Patina can also make caregivers part of the care team, making it easy for them to participate in all aspects of care.



Patina FAQs

Here are answers to some of the frequently asked questions we've received from brokers and community partners. A full set of FAQ can be found at patinahealth.com/about-us/faq/.

What is Patina?

Patina is a new primary care medical practice, built specifically for people 65 and up to address the unique needs of older adults.

Patina is an innovative model focused on more personalized care, easier access and greater convenience, and a “whole person” approach to care, which results in higher-quality outcomes and a higher quality of life. All of the resources of their participating Medicare Advantage plan remain available to them, meaning they can keep their current specialists, prescription plan, lab and imaging, and more.

Is there an additional charge to clients who select Patina?

There are no membership fees or extra costs to clients for covered benefits. If their plan includes a co-pay or deductible for primary care, they simply continue to pay the same way they always have.

Who is eligible to become a Patina patient?

Patina is available as an in-network provider with Independence Blue Cross, and will be expanding to other major Medicare Advantage plans in the Philadelphia area (Philadelphia, Bucks, Montgomery, Chester and Delaware Counties) beginning 1/1/23.

How is Patina different?

Patina is different from traditional primary care providers, focused on creating a better overall healthcare and aging experience:

- Clients get a dedicated Patina care team that's focused on them as a whole person. Their primary care practitioner and health champion will spend more time to truly get to know them and build a trusted relationship.
- Patina makes care more accessible and convenient by bringing care right to them, virtually or in person. They get more time with their Patina care team whenever they want it through video visits, phone calls or messaging – in their home or wherever they travel. In addition, Patina can come to their home in person when needed.
- Their care team works with them to create a comprehensive care plan tuned to their individual goals, values and preferences for this phase of life — and makes it easy to involve family members and trusted loved ones on their care team. Their Patina care team will even do the legwork so they can spend less time coordinating care and more time doing what they enjoy.

Patina FAQs

CONTINUED...

How do I help my client switch their PCP to Patina?

If your client is covered by an IBC Medicare Advantage Plan — Independence Keystone 65 HMO or Personal Choice 65™ PPO — selecting Patina as their PCP is easy. All they need to do is call 215-241-3737 and speak to the IBC Member Help Team (MHT). They'll step your client through the process, which only takes a few minutes. At that point, updated member cards will be issued. They can also visit their member portal to make the change.

Patina will also be expanding to other major Medicare Advantage plans in the 5-county Philadelphia region beginning 1/1/23. We will provide additional details once they become available.

Who are Patina PCPs?

Patina is a primary care practice that has both physicians and nurse practitioners on your health care team as primary care practitioners, or PCPs. All of our PCPs, both physicians and NPs, are board certified and have many years of experience caring for adults 65 plus. Some of our PCPs are more focused on care in the home. Others are more focused on virtual care by phone or video. All can evaluate illnesses, make diagnoses, write prescriptions for medications and other treatments, refer to specialists, etc. They collaborate with each other and the entire Patina team.

Can clients choose their own PCP and members of their care team?

At Patina, we aim to build a comprehensive and consistent team around you that meets your unique needs. Each member of the care team (primary care physicians, nurse practitioners, health champions and specialized resources) aims to learn and adapt to your preferences and goals so you feel supported each step of the way. Providers are assigned based on where your clients live, and are all trained to meet your clients' unique preferences, values, and goals.

How can I give my clients a better way of understanding the Patina experience and have them meet the Patina care team?

We are offering regularly scheduled virtual information sessions for prospective Patina patients to meet with our care team and get answers to any specific questions they may have. To sign up, just have them visit patinahealth.com/get-started.

Resources for you and your clients.

You can also refer clients and get helpful information at
patinahealth.com/brokers

Patina Website

patinahealth.com

Patina Videos

patinahealth.com/videos

Patina Frequently Asked Questions

patinahealth.com/about-us/faq

Patient Referrals

Call toll-free (855) 478-8308

General Broker Inquiries

Call toll-free (855) 478-8207

This includes discussing opportunities to partner on events or other marketing activities

We will also be distributing broker and partner-specific materials as well as brochures for prospective patients. Please call us with any questions.

We are here to support you and your clients.

In addition, we are looking forward to working with agents and other providers who are interested in creating joint or co-op marketing programs like mailers and participating together in local community events.

For More Information

Please contact Valerie Williams,
Community and Broker Engagement Lead, Patina

(215) 680-2644

Valerie.Williams@patinahealth.com

Connect with Patina

We're excited to work with brokers to give Medicare clients the care they deserve — healthcare truly built around them — to help them live and age well.

Designed exclusively for adults 65 and up, Patina's home-based care model means no more long delays to get primary care appointments, no more frustrating drives or long office waits, and no more rushed PCP visits.

Your clients will get accessible, high-quality care that meets them where they are right from the comfort and convenience of their home... or wherever they travel.

To refer clients and get helpful information visit patinahealth.com/brokers

