

# WE PROMISE

To empower Kentuckians  
to more easily find their  
way to optimal health.

## HOW WE MAKE IT TRUE

**1** Blended network  
of experts.

**2** Convenient  
access to what  
you need.

**3** Advocating for  
better health for  
all Kentuckians.



We believe that together  
we can achieve a **bright**  
healthy future for **all**  
Kentuckians.



We instill hope and  
**confidence** as we  
**ignite the desire** in all  
to improve health.



We work together as  
**partners** to make things  
**easier** for the people  
we **serve**.

## CONSUMER BRAND EXPERIENCE

KentuckyOne is the health  
system that makes it easier  
for me to get and stay  
healthy.

They make me feel  
confident that I have what  
I need to take charge of  
my health.

I feel good about how they  
are working across the state  
to improve the health of  
everyone who lives here.



**KentuckyOne Health**<sup>™</sup>

the **one** name in health care.

## Brand Platform

Read more online at:  
[KentuckyOneEmployees.org/Resources](http://KentuckyOneEmployees.org/Resources)

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