



I belong.

Health care near to where I work. Health care I'm connected to.
Health care that's accountable to me. That's why I belong.



Awesome health care. Close by.

Theme intro

This is the overarching introduction to be used in print and digital materials.

“Belong” to a health center?

Crossover Health is for people like you who want a different kind of health care experience and health care relationship. With a team you actually want to see. And with an approach that emphasizes getting and staying healthy, not just fixing problems (although we’re really good at that too). You’ll get a service experience and technology you take for granted everywhere else. In other words, something you want to be a part of.

Content concepts

These content blocks serve to explain in greater detail what one will experience as a Crossover member and get them excited about their new health care journey. Use one or several of these blocks on posters, postcards, flyers, emails, and social media.

One size fits you

Health care is usually impersonal and unresponsive yet your own health is as personal as it gets. That’s why you don’t simply visit Crossover Health, you join us. You become a member, with services and experience tailored to your needs. Your membership provides great access to primary care providers and an extended team of health and wellness professionals providing physical medicine, behavioral health, health coaching, and optometry services. Membership means we treat you like you’re in charge. Because you are.

The cause of health

Belonging means something bigger too. Being a member of Crossover Health means belonging to a movement, the cause of *good health*. We get our energy from working with people to help them set and achieve their health goals - whether it’s losing weight, getting rid of aches and pains, eating better, being able to relax or train for that first race. And we think as we succeed with enough people, it will create a real force for change.

Membership has its privileges

- Primary, urgent, and virtual care
- 24x7 access to physicians
- Onsite lab and pharmacy
- Secure messaging
- Online scheduling
- Physical therapy
- Chiropractor
- Acupuncture
- Massage therapy
- Behavioral health
- Health coaching
- Optometry services
- Health and wellness courses
- Health bar

Content concepts



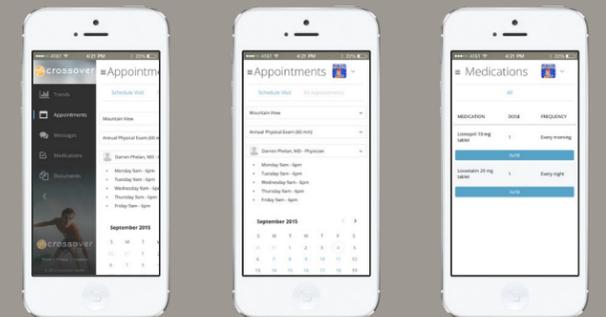
Lots for you here

Being part of Crossover Health also lets you be part of awesome programs and events. Here’s a sampling of some of events we have hosted in the past:

- Physical medicine mashup
- Hacking your health
- Flu shot event
- Check your boobies
- Lifestyle is the best medicine
- Digital Therapeutics
- Movember men’s health
- There’s an app for that

There’s an app for that

Download our Crossover Health app at the Apple App Store or Google Play. Our app is your always on connection to your health and our team. It’s where you start with online scheduling and care team information as well as where you stay connected after your visit. With our app you can message your provider, request refills and review results, on a beautiful interface you might not expect from your doctor’s office.



Concluding content

This content can be used at the end of each piece. Be sure to include a call to action that is easily visible.

You belong here

Call us or use our app to make an appointment with the Crossover Health team to discover what belonging to your health center is really like!

650.772.6131
members.crossoverhealth.com

Collateral concepts



General imagery





Crossover Health – a benefit sponsored by your employer – is your health center, close to your office and as near as your mobile. When you become a member, you know you belong to something special. It's way more than just an appointment. It's a relationship with an awesome team of physicians, nurses, specialists and coaches who work with you to reach your health goals, celebrate your successes with you and treat you like you're in charge. Because you are.

Discover the magic for yourself at members.crossoverhealth.com



Awesome health care. Close by.