

Bind creates new category of health insurance

On-demand model eliminates excess coverage and costs of conventional health plans

MINNEAPOLIS, MN (February 21, 2018)—Employers can stop assuming all health insurance options are the same and start considering the possibilities of health insurance unbound with the launch of [Bind](#).

“We like to say that Bind is health insurance for everyone who suffers from health insurance,” said Tony Miller, Bind CEO. “We know that old-school insurance models have never been easy to understand or navigate. We dismantled the outdated concepts and invented a health insurance model that offers better coverage at a lower cost. And it’s based on the on-demand concept—designed like everything else in our lives.”

Innovative approach

Unlike traditional, one-size-fits-all health insurance, Bind allows members to pay for what they need when they need it, and to adjust their coverage whenever those needs change throughout the year by offering:

- **Core coverage** includes everything health insurance should safeguard, including preventive care; primary and specialty care; urgent, emergency and hospital care; chronic care and pharmacy needs. And yes, that includes care and treatment for the unexpected like a heart attack, a cancer diagnosis, or a broken bone.
- **Add-Ins** or additional insurance cover the care members can plan ahead for, such as a knee replacement or back surgery, that aren’t normally needed in a typical year. This approach helps lower monthly premiums.

A mobile-enabled health insurance platform makes it easy for members to understand what’s covered and what it will cost them—all before they receive care. No more mystery—and all without a confusing deductibles or coinsurance.

Bind is operational with its first customers in Minnesota and Wisconsin and is expanding to serve employers across the country for 2019.

About Bind

For employers looking for innovative ways to lower costs, Bind on-demand health insurance promises to make health care more affordable for everyone—without compromising coverage or quality. The Minnesota-based company was founded by Lemhi Ventures and several health industry veterans, including Dave Dickey, Glen Eiden, Tony Miller, Shawn Wagoner and Matthew Wiandt, who have extensive experience in health innovation. The management team includes founders from Definity Health, Carol Corp. and Redbrick Health, as well as executives from Allina, Blue Cross Blue Shield, HealthPartners, Mercer, Optum and UnitedHealthcare. Because Bind’s programs are employer-sponsored, self-insured health plans, Bind is not an insurance company.

Learn more about Bind and On Demand Health Insurance at yourbind.com