

## TUFTS HEALTH PLAN - ~~S~~MALL BUSINESS. ALL DAY LONG.

We understand that small business owners live and breathe their business. And they're looking for a health plan that does the same. Our new "~~S~~MALL BUSINESS" advertising campaign in Rhode Island shows how Tufts Health Plan has the solutions designed to help small business save big and come through for their employees in an even bigger way.

The campaign promotes the following key competitive advantages:

- Our network includes 98% of Rhode Island's doctors
- Our network also includes 100% of hospitals in Rhode Island and Massachusetts<sup>1</sup>
- Employers get all the benefits of a broad network for up to 10% less than other carriers.

Be looking for our ads on the radio, in print and online at [www.tuftshealthplan.com/all-business](http://www.tuftshealthplan.com/all-business)

Plus, you'll see our new billboard in Providence with the headline, "~~S~~MALL BUSINESS. ALL DAY LONG," as well as new signage at the city's Dunkin Donuts Stadium.



<sup>1</sup>Tufts Health Plan's provider network includes every acute care hospital in Rhode Island and Massachusetts.