NEWS RELEASE

NeueHealth Announces Participation in Innovative Medicare Model in Six States

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NEW YORK--(BUSINESS WIRE)-- NeueHealth, the care delivery and provider enablement business of Bright Health Group (NYSE: BHG), announced today its participation in the Center for Medicare and Medicaid Innovation's (CMMI) Global and Professional Direct Contracting Model. Through its participation, NeueHealth will extend its unique enablement platform and fully aligned model of care to approximately 50,000 Medicare beneficiaries through approximately 2,000 affiliated primary care providers in California, Florida, Illinois, Ohio, Missouri, and Kansas.

"NeueHealth's integrated and aligned care delivery model is purpose-built to achieve the outcomes CMMI intends for the Direct Contracting program and successor, ACO REACH. These include advancing health equity, shifting care to home and community-based settings, and transforming risk-sharing arrangements in Medicare fee for service (FFS)," said Megan North, President of NeueHealth Solutions.

NeueHealth's multi-payor, multi-segment, risk-bearing care delivery model serves consumers across their life journey, enabling them to build long-term relationships with their physicians. NeueHealth has currently deployed its risk-bearing care delivery model to approximately 131 owned and affiliated clinics covering 400,000 Medicare, Commercial, and Medicaid patients in value-based arrangements.

"We are honored that NeueHealth was selected as one of 99 new organizations to participate in this innovative model which strives to accelerate the shift to value-based care for the nearly two-thirds of seniors enrolled in traditional Medicare—particularly those in underserved communities," said Sam Srivastava, CEO of NeueHealth. "Participating in this program enables us to progress on our mission to bring together the financing and delivery of care to strengthen healthcare's most critical relationship: that between the consumer and their primary care

physician."

The Direct Contracting Model and its successor, ACO REACH, aspire to improve the quality of care for people with Medicare through better care coordination and reaching and connecting health care providers and beneficiaries, including those beneficiaries who are underserved. The model creates opportunities for provider-led organizations like NeueHealth to continue their momentum in testing the next evolution of risk-sharing arrangements.

The statements contained in this document are solely those of the authors and do not necessarily reflect the views or policies of CMS. The authors assume responsibility for the accuracy and completeness of the information contained in this document.

About NeueHealth

At NeueHealth, we operate local Integrated Systems of Care designed to improve outcomes and experiences for our consumers and Care Partners. We engage in local, personalized care delivery through our ecosystem of Care Partners and empower care delivery organizations to succeed in their efforts to transition from fee-for-service to value-based care through our fully aligned clinics which provide comprehensive care to all populations. NeueHealth provides care delivery to over 400,000 value-based patients through our owned and affiliated clinics. NeueHealth is part of Bright Health Group (NYSE: BHG).

Forward-Looking Statements

Statements made in this release that are not statements of historical fact, including statements about our beliefs and expectations, are forward-looking statements and should be evaluated as such. Forward-looking statements include information concerning possible or assumed future results of operations, including descriptions of our business plan and strategies. These statements often include words such as "will," "target," "anticipate," "expect," "plan," "believe," "intend," "project," "forecast," "estimates," "projections," "2022," and other similar expressions. These forward-looking statements include any statements regarding our plans and expectations with respect to Bright Health Group, Inc. and its businesses and segments. Such forward-looking statements are subject to various risks, uncertainties and assumptions. Accordingly, there are or will be important factors that could cause actual outcomes or results to differ materially from those indicated in these statements. Factors that might materially affect such forward-looking statements include: a lack of acceptance or slow adoption of our business model; our ability to retain existing consumers and expand consumer enrollment; our ability to contract with care providers and arrange for the provision of quality care; our ability to accurately estimate our medical expenses, effectively manage our costs and claims liabilities or appropriately price our products and charge premiums; the impact of the COVID-19 pandemic on our business and results of operations; the risks associated with our reliance on third-party providers to operate our business; the impact of modifications or changes to the U.S. health insurance markets; our

ability to manage the growth of our business; our ability to operate, update or implement our technology platform and other information technology systems; our ability to retain key executives; our ability to successfully pursue acquisitions and integrate acquired businesses; the occurrence of severe weather events, catastrophic health events, natural or man-made disasters, and social and political conditions or civil unrest; our ability to prevent and contain data security incidents and the impact of data security incidents on our members, patients, employees and financial results; and the other factors set forth under the heading "Risk Factors" in Bright Health Group's prospectus filed pursuant to Rule 424(b)(4) on June 25, 2021, and our other filings with the U.S. Securities and Exchange Commission. All forward looking statements contained in this release reflect management's beliefs as of the date hereof, and except as required by law, we undertake no obligation to update publicly any forward-looking statements for any reason after the date of this release to conform these statements to actual results or changes in our expectations.

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