

Rezilient with WakeMed brandable chunks

This guide is designed to give you useful language to copy/paste into your employee-facing communications and adjust the length and tone as needed. It aims to help you work faster while keeping messaging about the Rezilient with WakeMed co-brand consistent.

Please note that the approved co-brand term is “Rezilient with WakeMed” and should be used in full when referring to the benefit and the CloudClinics.

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Employee-facing messaging

Pre-launch messaging

Rezilient with WakeMed is a new benefit offering that is focused on improving your experience as a patient and helping you navigate care to be your healthiest version of you. Beginning January 1, 2026, all WakeMed medical plan members will have access to the Rezilient with WakeMed benefit at no cost. This benefit includes high quality, hybrid concierge primary care, with same-day and next-day appointments, both in-person at one of four CloudClinic locations, via at-home telehealth appointments, and messaging with your care team.

To learn more about this new benefit offering, visit <https://rezilienthealth.com/activate/wakemed>.

Note: This benefit does not take effect until January 1, 2026. Complete the form on the landing page to be notified when you are able to activate your benefit.

Post-launch messaging

Super short version

Rezilient with WakeMed is simply great healthcare with zero hassles.

Rezilient’s hybrid primary care backed by WakeMed’s extensive network: that’s great healthcare.

Short version

Rezilient with WakeMed is a new benefit offering that is focused on helping you navigate care to be your healthiest version of you. All WakeMed medical plan members and dependents aged 7+ will have access to the Rezilient with WakeMed benefit at \$0 out-of-pocket — no co-pays or deductibles. This benefit includes unlimited, high quality, concierge primary care, with same-day and next-day appointments both in-person at one of four CloudClinic locations, via at-home telehealth, and messaging with your care team.

Long version

Rezilient with WakeMed transforms your healthcare experience by eliminating hassles and putting you and your family at the center. This innovative hybrid primary care model, backed by WakeMed's extensive network, serves as your simple front door to compassionate specialty care and wellness services. This new benefit offering is focused on improving your experience as a patient and helping you navigate care to be your healthiest version of you.

All WakeMed medical plan members and dependents aged 7+ will have access to the Rezilient with WakeMed benefit at \$0 out-of-pocket — no co-pays or deductibles. This benefit includes high quality, hybrid concierge primary care both in-person at one of four CloudClinic locations, via at-home telehealth appointments, and messaging with your care team.

This direct access to comprehensive preventative care dramatically reduces ER visits and hospitalizations, saving you thousands in healthcare costs annually. You control your healthcare expenses without sacrificing quality, choice, or access to WakeMed's comprehensive specialty care network.

Rezilient with WakeMed co-branded messaging and positioning

Mission

To improve the health and wellbeing of our community with a healthcare system centered around the first line of defense that makes access to primary care convenient and timely, and access to integrated specialty care simple and seamless.

Key value props

We're putting patients and their families at the center of everything we do by prioritizing outcomes over volume. Rezilient with WakeMed is a simple, convenient front door to an extensive network of compassionate specialty care and wellness services. We give people control of healthcare without compromising quality or choice.

Key benefits

Proven clinical outcomes

Rezilient with WakeMed's clinical model is proven to be better than the 90th percentile nationally, across every primary care measure. Because our providers can prioritize outcomes over volume and can refer directly to the WakeMed network, these outcomes are sustained over time.

Improved access

As the front door to the largest health system in the state's largest county, Rezilient with WakeMed plays an active role in making our community the best place to live, work and raise a family. We greatly improve the health of our community through reinvesting in ways our people access high-quality healthcare. Our zero-dollar, same-day primary and urgent care is integrated with our extensive specialty network, leading to better clinical outcomes and reduced healthcare costs.

Proven cost reduction

Direct access to comprehensive preventative healthcare is proven to dramatically reduce ER visits and hospitalizations. Rezilient with WakeMed patients can save thousands in healthcare costs over time while still getting access to a wide, comprehensive specialty care network.