



Brand Guidelines

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01 Brand Overview

Every touchpoint is an opportunity for our brand to make a statement.

The brand elements outlined in this guidebook are core to our visual language and are an important way to build our brand and represent who we are.

It’s important that our guidelines are reflected consistently across each touchpoint because it creates a sense of reliability that is essential to strengthening our services, products, and overall value.

Our Brand System

Our brand system is made up of our Core Identity, Brand Elements, and Brand Application. Our Core Identity is essential to who we are and is the center from which everything else radiates; it consists of our mission, vision, and values, identifies our key attributes, and brings it all together to tell our story.

Our Brand Elements are the visual identifiers that make us uniquely Thyme Care; they consist of our logo, colors, typography, and other elements outlined in these guidelines.

Finally, our Brand Application is the way our Core Identity and Brand Elements show up in the world; it consists of everything from our website and thought leadership, to our data visualization and swag.



Our Mission and Vision

Our Vision

Transforming cancer care, together.

Our Mission

We're on a mission to ensure every cancer patient receives the highest quality care. By collaborating across the cancer care community, we're improving access, experience, and outcomes, while lowering the total cost of care for everyone.

Our Values

Act with our members in mind

In everything we do, we put our members and their caregivers first. We see people, not patients, and empathy for the human experience is our first principle.

Move with purpose

Time is precious and our mission is urgent. We are brave enough to experiment, humble enough to be corrected, and when we face setbacks, driven enough to try again.

Seek diverse perspectives

Our differences are our strength. We ask whose experience is missing from how we collaborate as a business and how our healthcare system operates as a whole, and we invite them in.



Our Story

We know how it feels to get “The Call.”

Working in oncology, so often we’d get asked to help a friend or family member recently diagnosed with cancer. In that moment of raw vulnerability, every one of them urgently needed guidance, reassurance, and answers from a trusted confidant.

When you have someone on the inside, everything changes.

We saw how many people needed someone who could candidly tell them the score: what to do, where to go, how to get there, what this feeling or that medication or those terms meant for them. And we knew we could help.

What would it look like if everyone had access to that kind of support?

Thyme Care was created to offer the same in-the-know experience to everyone affected by cancer. The opportunity to speak with another person—someone they know, who knows them too—without spending a lifetime on hold. To get clear answers to important questions. To center the individual experience, and challenge the old ways to do it.

Thyme Care is the new normal for people with cancer.

It’s time to remap the cancer experience. Guided by our values, we’re working within existing systems and challenging areas where change is a must, creating a new infrastructure that treats people as the priority and connects provider, payor, and patient every step of the way.

(And we’re not doing this alone.)

We want people to feel equipped for their journey. So do doctors, health insurance companies, and of course, people themselves. Thyme Care brings these groups together to create a better experience for everyone involved.

Our Name

The word “thyme” is derived from the Greek word “thymus,” meaning “courage.” The Greeks thought that thyme could restore physical vigor and relieve melancholy, and it was a symbol of graceful elegance.

It was also believed that the soul of the deceased took up residence in the flowers of the thyme plant, and that thyme assured the passage of the deceased into the afterlife.

In modern times, it symbolizes deep friendship and devotion, a promise to be there for the ones you love most. The symbolism and meanings throughout history go on and on.

Now it’s our time to bring meaning to Thyme.



02 Logo

Anatomy

Wordmark

The wordmark is our primary logo and visual depiction of who we are, what we do, and the individuals we support. Its simplicity and geometric nature exude approachability, care, and trustworthiness. As the primary logo, it should be prioritized whenever possible.



Primary Logo

Lettermark

The lettermark is our secondary logo. It condenses the Thyme Care name into a simplified form that makes it more adaptable in situations where space is limited. It should be used sparingly.



Secondary Logo

Variations

To maintain brand integrity, the logo should only appear in Tyrian Purple and Oat. In limited instances, such as co-branding (see page 12), Pure White can be used.

The logo should only appear on solid primary color backgrounds or photography.

When placing the logo on photography:

- Choose an image with a “quiet space” where the logo will not be overpowered by other visual elements
- Make sure the quiet space is sufficiently dark or light enough to clearly read the logo
- Make sure the logo has enough “clearspace” (see page 12) before background shifts in color, texture, etc.



On light backgrounds



On dark backgrounds



On photography



Clearspace and Minimum Sizing

Logo

The area that surrounds the logo is known as “clearspace.” This space eliminates visual clutter (text, graphic elements, other logos) that can compete with the integrity of the logo and its legibility.

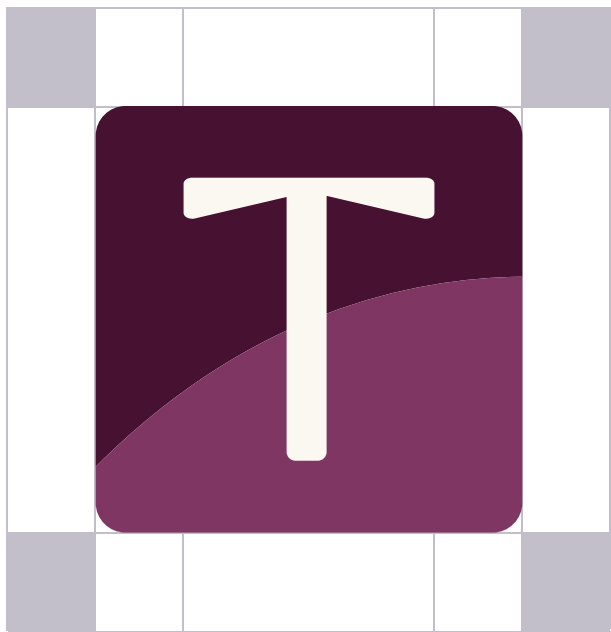
Wordmark

The wordmark’s minimum clearspace is indicated by the width of the letter ‘h’. To ensure legibility, our wordmark has a minimum sizing of 108px wide.



Lettermark

The lettermark’s minimum clearspace is indicated by the width of the space between the ‘T’ and square container. To ensure legibility, our lettermark has a minimum sizing of 24 px wide.



Co-branding

Our logo can be locked up with any of our partners' logos. These lockups are reserved for assets where there is joint collaboration, and both logos should have equal sizing and an overall balanced visual presence.

In an effort to maintain the integrity of both brands while maintaining overall cohesiveness, the two logos should appear in Pure White when on any background besides Oat. Full color logos are acceptable on Oat; use your best judgement to determine if full color logos are overly distracting or busy.

The two logos should be conjoined by a thin line with the width of the letter 'T' between the logos and the line. The line weight should be 1-2 px, and the height should be 5 px beyond the height of the logos on either end. On Oat backgrounds the line color is Wheat, and on all other backgrounds the line color is Pure White at 50% transparency.



Do Nots



Do not use unapproved colors



Do not adjust the transparency



Do not stretch or condense



Do not apply effects



Do not rotate or use at an angle



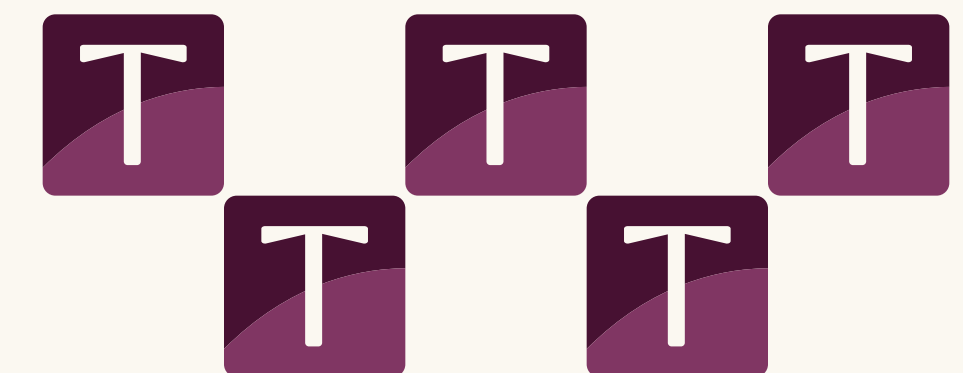
Do not lock-up with our lettermark

Hi, we're Thyme Care

Do not use in a sentence



Do not place on busy spots



Do not create a pattern

03 Color

Primary Colors

Primary colors are used the most often and are the hallmarks of the Thyme Care brand. Our primary colors are Tyrian Purple, Plum, Wheat, and Oat.

Tyrian Purple is Thyme Care’s marquee color and is used liberally throughout the design system. Tyrian Purple works ostensibly as a black within the system, and should be used often for text and background colors.

Plum is our former marquee color; it will still be used liberally throughout our design system, but in a more supportive capacity in comparison to Tyrian Purple.

Wheat and Oat serve as the base, or canvas, of the entire design system. It should be used often as a background color, as well as text when set on a dark background.

Tyrian Purple

HEX: #471132
RBG: 71, 17, 50
CMYK: 0, 76, 30, 72

Plum

HEX: #803663
RBG: 128, 54, 99
CMYK: 0, 58, 23, 50

Wheat

HEX: #F2E7D1
RBG: 242, 231, 209
CMYK: 0, 5, 14, 5

Oat

HEX: #FBF8F1
RBG: 251, 248, 241
CMYK: 0, 1, 4, 2

Secondary and Tertiary Colors

Secondary Colors

Secondary colors, or accents, create pops of color that support and compliment the primary color palette. They should be reserved for smaller applications and graphic elements such as illustrations, icons, and charts. When overused, they lose their value and can overpower our messaging and intention.

A tint is a mixture of a color with white. They provide a lighter contrast to the base color, and can be utilized to differentiate hierarchy within a color scheme. They should be used minimally.

Specific examples of when to use the secondary color palette:

- Icons and buttons
- Infographics, charts, and data visualization
- Social media assets and blog headers

Tertiary Colors & Additional Shades/Tints

Tertiary colors are utilitarian and primarily used for data visualization and product applications, where a broader palette is needed to distinguish information or interactive states. Similarly, shades (colors mixed with black) and tints (colors mixed with white) are used to enhance clarity in visual hierarchies, such as charts, graphs, and interface elements, ensuring better readability and user experience.

Tigerlily

HEX: #EC6555
RBG: 236, 101, 85
CMYK: 0, 57, 64, 7

Tint

HEX: #FFA398
RBG: 255, 163, 152
CMYK: 0, 36, 40, 0

Teal

HEX: #116978
RBG: 17, 105, 120
CMYK: 86, 13, 0, 53

Tint

HEX: #7ACCC5
RBG: 122, 204, 197
CMYK: 40, 0, 3, 20

Midnight Blue

HEX: #313F71
RBG: 49, 63, 113
CMYK: 57, 44, 0, 56

Tint

HEX: #98BAF4
RBG: 152, 186, 244
CMYK: 38, 24, 0, 4

Charcoal

HEX: #534E5E
RBG: 83, 78, 94
CMYK: 12, 17, 0, 63

Tint

HEX: #75717E
RBG: 117, 113, 126
CMYK: 7, 10, 0, 51

Mustard

HEX: #F4BC44
RBG: 244, 188, 68
CMYK: 0, 23, 72, 4

Fern

HEX: #50823B
RBG: 80, 130, 59
CMYK: 38, 0, 55, 49

Charcoal shades & tints

Usage

Our primary colors should always be prioritized first. For many assets, that means the secondary color palette may not appear at all, particularly if we are including some kind of imagery (which itself adds to the overall color palette).

Our secondary palette is reserved for pops of color. For many assets, this will look like the example at the top right, with 90% of the color palette devoted to primary colors, and about 10% devoted to a single pop of secondary.

Occasionally, the secondary color palette is used in larger applications to denote organizational hierarchy, such as in the example slide on the bottom right. In this asset, about 70% of the color palette is primary, while 30% is secondary / tertiary (this asset also demonstrates acceptable usage of Pure White).

For most assets, our color application for should always be at least 70% primary colors. Use your best judgment to balance accordingly.



Accessibility & Type Color

External Assets

It’s important there is enough contrast between the type and background color of our materials. For this reason, text is always set in Tyrian Purple or Oat.

The combinations on the right pass the WCAG AA standards for both large and small text.

[Note: Product and Data teams may utilize other text colors as defined by their specific libraries.]

Internal Assets

Although internal documents do not need to adhere strictly to the full brand guidelines, it’s still important that they are accessible to everyone. Please refer to the [Visual Accessibility Guidelines for Internal Communications](#) document for details and examples.

[Note: While this section focuses specifically on type color, Thyme Care aims to meet WCAG AA accessibility standards. Folks designing and/or creating visual materials are expected to have a solid understanding of accessibility guidelines beyond color usage and contrast.]



Background: Wheat
Text: Tyrian Purple

Background: Oat
Text: Tyrian Purple

Background: Tyrian Purple
Text: Oat

Background: Plum
Text: Oat

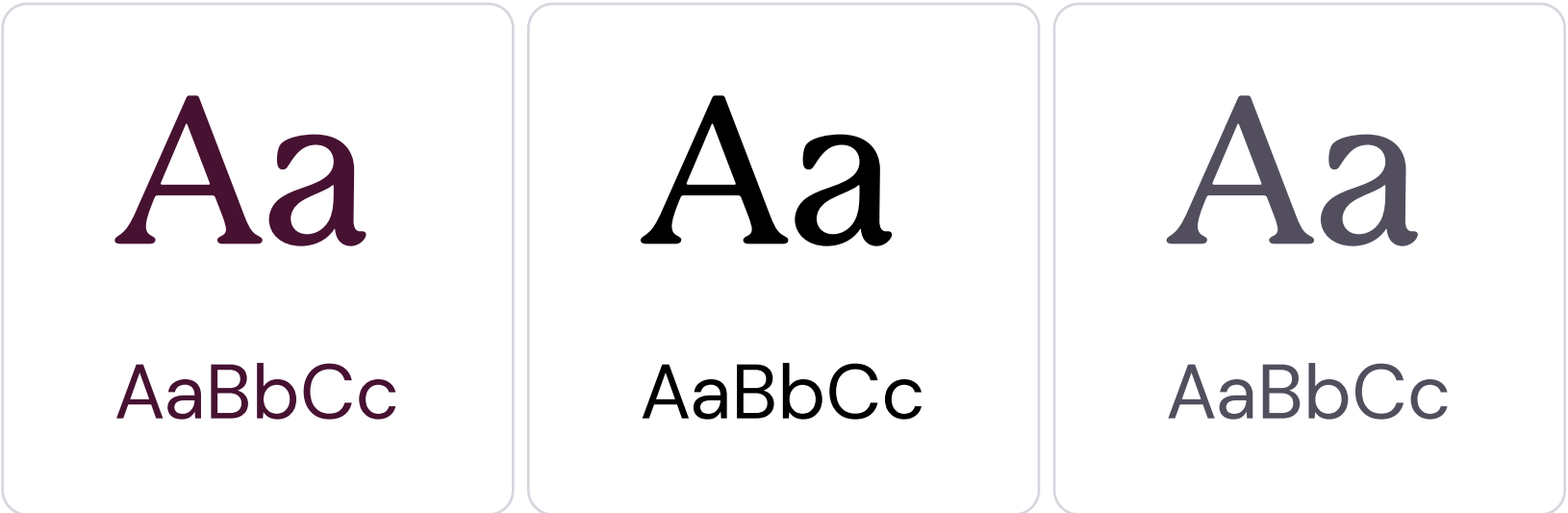


Background: Tigerlily
Text: Tyrian Purple

Background: Charcoal
Text: Oat

Background: Midnight Blue
Text: Oat

Background: Teal
Text: Oat



Background: Pure White
Text: Tyrian Purple

Background: Pure White
Text: Pure Black

Background: Pure White
Text: Charcoal

Pure White is occasionally used as a background color in technical applications and internal documents.

Do Nots



Do not use gradients



Do not use secondary colors as main background colors



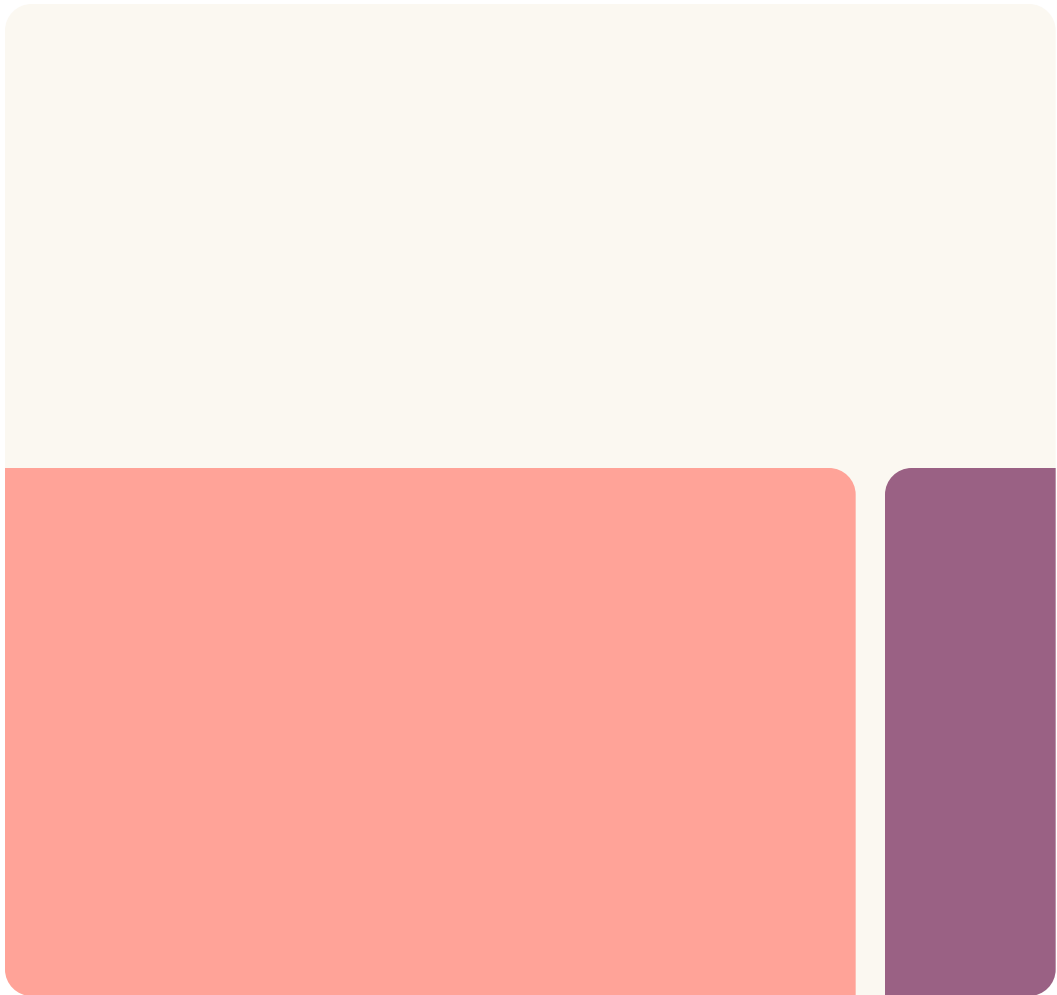
Do not use tertiary colors with graphic elements or in heroic applications



Do not use unapproved text colors



Do not overuse colors



Do not prioritize tints over main hues

04 Typography

Brand Typefaces

Primary Typeface

Our primary typeface is P22 Mackinac (pronounced “mackinaw”). P22 Mackinac’s softly rounded extenders give it a lived-in familiarity that is distinctly human and welcoming. P22 Mackinac is available to download through [Adobe Fonts](#).

P22 Mackinac is used for headers, subheaders, and big pull-out text. It should not be used for body copy, labels, or other small details.

We often pair two weights together in order to emphasize a sentence fragment, as demonstrated on page 22. As a general rule, we do not use all three weights at the same time.

Secondary Typeface

Our secondary typeface is DM Sans. DM Sans is a highly legible, geometric sans serif font that compliments P22 Mackinac well. It is free and available to download through [Google Fonts](#).

DM Sans is used for body copy, labels, and small details. To maintain brand integrity, we will primarily use DM Sans in 2 weights: Regular and Bold. Italics can be used in select instances for emphasis.

P22 Mackinac Book
P22 Mackinac Medium
P22 Mackinac Bold

DM Sans Regular
DM Sans Italic
DM Sans Bold
DM Sans Bold Italic

Usage and
Scaling

Cancer is a personal journey.
We’re with you all the way.

Display and Headlines (1–2 sentences max)
P22 Mackinac Medium or Bold
Sentence case **with** a period
Leading: 1.3x type size
Color: Tyrian Purple or Oat

Hi, we're Thyme Care—your dedicated
cancer support team.

Secondary Headings and Pull Quotes (1–2 sentences max)
P22 Mackinac Book, Medium, or Bold
Sentence case **with** a period
Leading: 1.3x type size
Color: Tyrian Purple or Oat

Support beyond the clinic

Subheadings (1–5 words max)
DM Sans Bold
Sentence case **without** a period
Leading: 1.4x type size
Color: Tyrian Purple or Oat

Drawing from our backgrounds as oncologists, oncology nurses, oncology-trained social workers, and digital health experts, we created Thyme Care to give everyone affected by cancer the same “insider” experience. The opportunity to speak with another person—someone they know and trust, who knows them too—without spending a lifetime on hold.

Body copy
DM Sans Regular or Bold
Leading: 1.5x type size
Color: Tyrian Purple or Oat
Minimum size: 11 pts

Number of members total

Captions, Small Print, or Labels
DM Sans Regular or Bold
Leading: 1.5x type size
Color: Tyrian Purple or Oat
Minimum size: 8 pts

Alternates

Google Alternative to P22 Mackinac

Google applications such as Google Docs and Google Slides require Google Fonts. We will use Petrona as the primary typeface in Google products as it is the closest alternative to P22 Mackinac.

As DM Sans is a Google Font, it will continue to be our secondary typeface in Google products.

Product Alternative

Roboto should be used as the secondary typeface in Thyme Box. Roboto has a thorough library of weights and styles that meet our product needs, and is highly legible at small scale.

Further specifications on type usage in Thyme Box live in the product library.

Petrona Regular

Petrona Medium

Petrona Bold

Roboto Regular

Roboto Medium

Roboto Bold

Roboto ExtraBold

Do Nots

Hi, we're Thyme Care—**your
dedicated cancer support team.**

Do not use more than 2 weights at a time

Hi, we're Thyme Care—*your
dedicated cancer support team.*

Do not use italics in headers.

Hi, we're Thyme Care—**your
dedicated cancer support team.**

Do not use alternate fonts outside approved applications

Hi, we're Thyme Care—**your
dedicated** cancer support team.

Do not underline words that are not links

Hi, **We're Thyme Care—Your
Dedicated Cancer Support Team.**

Do not use title case for complete sentence headers
(see Brand Voice Guidelines for more information)

**Hi, we're Thyme Care—your
dedicated cancer support team.**

Do not use unapproved weights
(P22 Mackinac Extra Bold and DM Sans Medium)

05 Photography

Overview

Our photography style is an important way to convey who we are, what we do, and what we value. Our photojournalistic approach to photography helps us tell the story of our patients and staff in a real, authentic way, which is key to meeting our members where they currently are.

Our photos should always feature people in empowering situations. Our library is built around these characteristics:

- Candid poses or expressions
- People of different races, abilities, ages, etc.
- Realistic movement; be sensitive to anything overly athletic or adventurous
- Atypical composition or framing
- Homey details or intimate points of view
- Gently uplifting tone
- Natural lighting

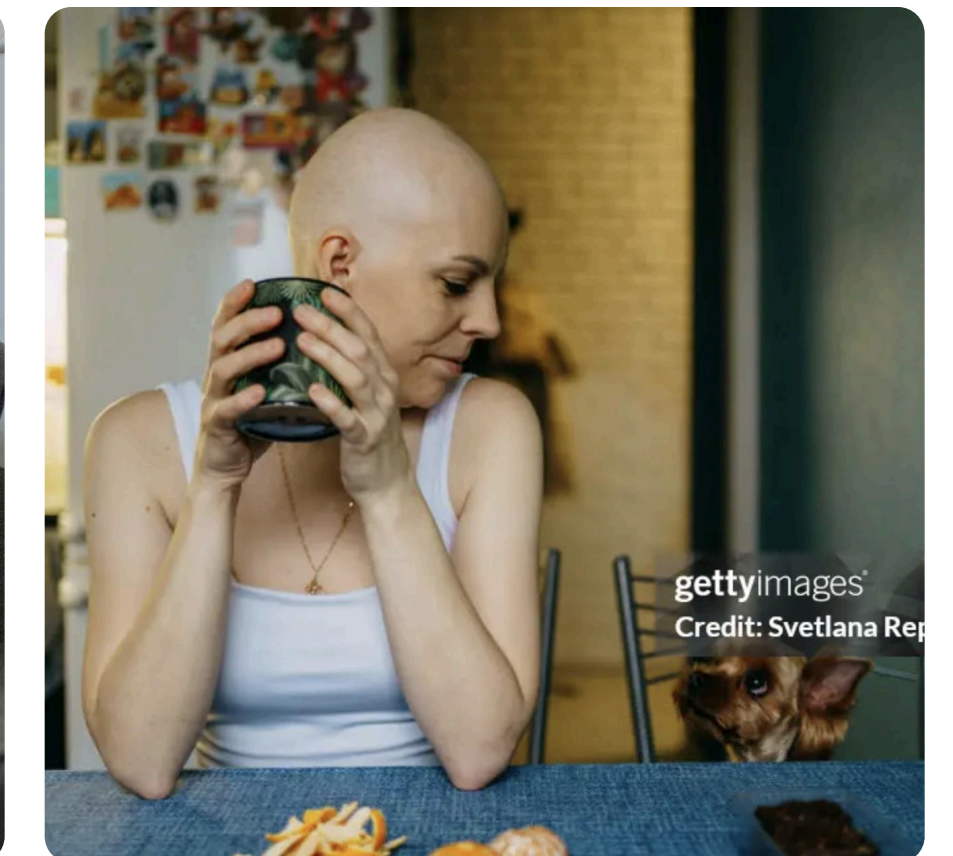
[Note: only designers should source photography.]



Cancer Imagery

It's important that we show realistic and empowering imagery of individuals with cancer. This imagery helps members see themselves in our services every step of the way, while offering potential partners a clear understanding of our work. Given the sensitive nature of this content, we need to be especially thoughtful in sourcing and using these images.

- **Sensitivity in Sourcing:** Many stock images of cancer patients can feel overly emotional, staged, or outdated. When choosing imagery, we will prioritize our usual characteristics (as outlined on the previous page) with special attention to striking a balanced emotional tone: avoiding extremes of overly positive or overly negative depictions.
- **Careful Placement:** Research indicates that cancer imagery can evoke mixed reactions in our audience; therefore, cancer-related imagery should be used strategically. Initially, these images are best suited for supporting roles rather than as the main "hero" image in member-facing materials. For example, a pitch deck cover could include this imagery, but the lead visuals on our public-facing platforms should continue to feature non-cancer imagery. As a general rule, a ratio of 3:1 or 4:1 (non-cancer imagery to cancer imagery) should be used, especially in member-facing content.



Usage

Photography is our primary form of imagery in heroic applications. Depending on the asset, a heroic photo application can appear full bleed, as a rounded rectangle, or masked within our Thyme Leaf (see page 38) or mirrored rectangles (see page 39).

Use your best judgement to select a photo that harmonizes with the color palette you’re using; in the example at the top right, a monochromatic color palette comes to life with the complimentary contrast of a photo with golden yellow hues.

Similarly, you can match the colors of your palette to the colors of your photo, or vice versa. In the example on the bottom right, the colors in the photo directly inform the colors of the palette.



Image within Thyme Leaf



Image within mirrored rectangles

Do Nots



Do not use studio shots



Do not use overly posed shots



Do not use minimalist settings



Do not use clinical settings



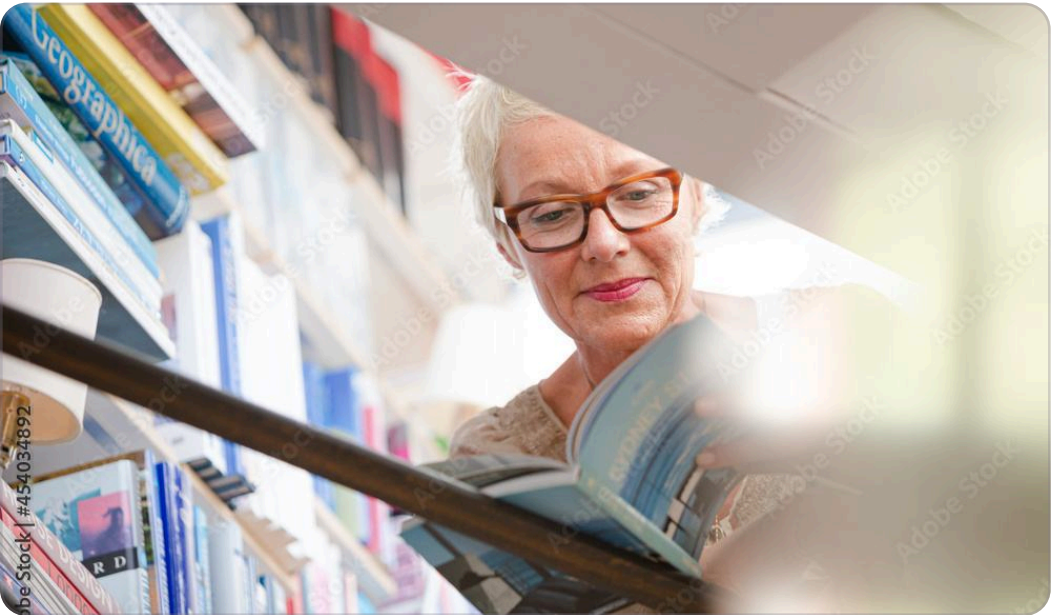
Do not use overly saturated shots



Do not use overly emotive cancer imagery



Do not use unrealistic athleticism



Do not use extreme angles



Do not use filters or gradients

06 Illustration

Overview

Our illustration style is a unique and uplifting component of our visual brand. Hand-drawn by illustrator Charlotte Ager, the vibrant scenes create warmth and approachability that support our core identity.

Our illustrations are never literal; they are intended to portray metaphorical scenes that represent a calm, positive world filled with empathy and discovery.

Illustrations should not be overused; they can appear in heroic applications in member-facing materials, but in general should take on a supportive role after photography.

To maintain brand integrity and retain cohesiveness, illustrations should only appear on Wheat, Oat, or Pure White backgrounds. The colors in the illustrations should never be changed.



Usage

Hero Illustrations

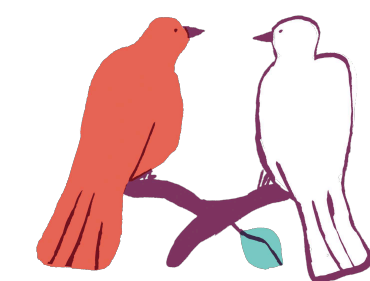
Hero illustrations are the largest and most detailed within our library. They feature groups of diverse people and should be used primarily in heroic applications such as our website's header or on the cover of member-facing print materials.



Spot and Thumbnail Illustrations

Spot illustrations are the middle size within our library and are typically 4:3. Due to their size, spot illustrations focus on scenes with 1-2 people. They are used to represent offerings such as "Talking Through a Diagnosis" and "Education and Resources."

Thumbnail illustrations are the smallest size within our library and typically 4:3 or 1:1. Due to their size, they are much simpler in nature and are used to represent specific offerings, such as "Your Dedicated Nurse."



Functional Alternates

Sometimes we need a more functional or literal approach to illustrate certain processes, work-flows, or infographics. We should always prioritize using our photography or icon library for these assets, and use color and type to establish information hierarchies, such as in the collaborative care graphic on the right.

With that said, a secondary illustration style can be used in limited quantities in unpublished external materials (such as pitch decks). To maintain brand integrity, our secondary style should never appear alongside our primary illustrations or in heroic applications.

In general, secondary illustrations are lower-fidelity stock vectors, such as the example on the bottom left. This allows us to keep customization and production in-house while not expending resources on assets that are prone to change.

If a need arises to have functional illustrations become evergreen or published, an illustrator should be hired to create a custom secondary style that better fits with our shifting needs and core identity (see page 4).

Our infographics should always prioritize photography above illustration.



Who We Are

Thyme Care is an oncology population management platform delivering patient-centered cancer navigation.

Virtual Care Team
Dedicated team of specialty nurses and care partners that assist members through their cancer journey.

Robust Technology and Analytics Platform
Intelligent care delivery platform that enables data-driven care guidance at scale, informed by advanced analytics, to drive decision-making and timely patient engagement.

Virtual Care Team

Robust technology and analytics platform

While less than ideal, stock illustrations allow us to represent more technical processes without needing to hire an illustrator.

Iconography

Iconography is a representational way to help our various audience members navigate through our content and products. Icons can be used to break up the monotony of large chunks of text, and can help people quickly find the specific information they're looking for. Remember that icons are intended to be simple and universal; overly complex or specific icons are tedious and distracting.

Our icon library is primarily supplied by [Hero Icons](#). These icons have rounded edges, are flat and solid-filled, and are legible at all sizes.

Icons are a great way to incorporate small pops of color. The combinations on the right pass the WCAG AA standards for graphical objects and are just a few possible combinations. When in doubt, use WebAIM's [Contrast Checker](#).



On light backgrounds, our primary and secondary hues pop nicely.



On dark backgrounds, our tints or Oat are good color options.

Do Nots



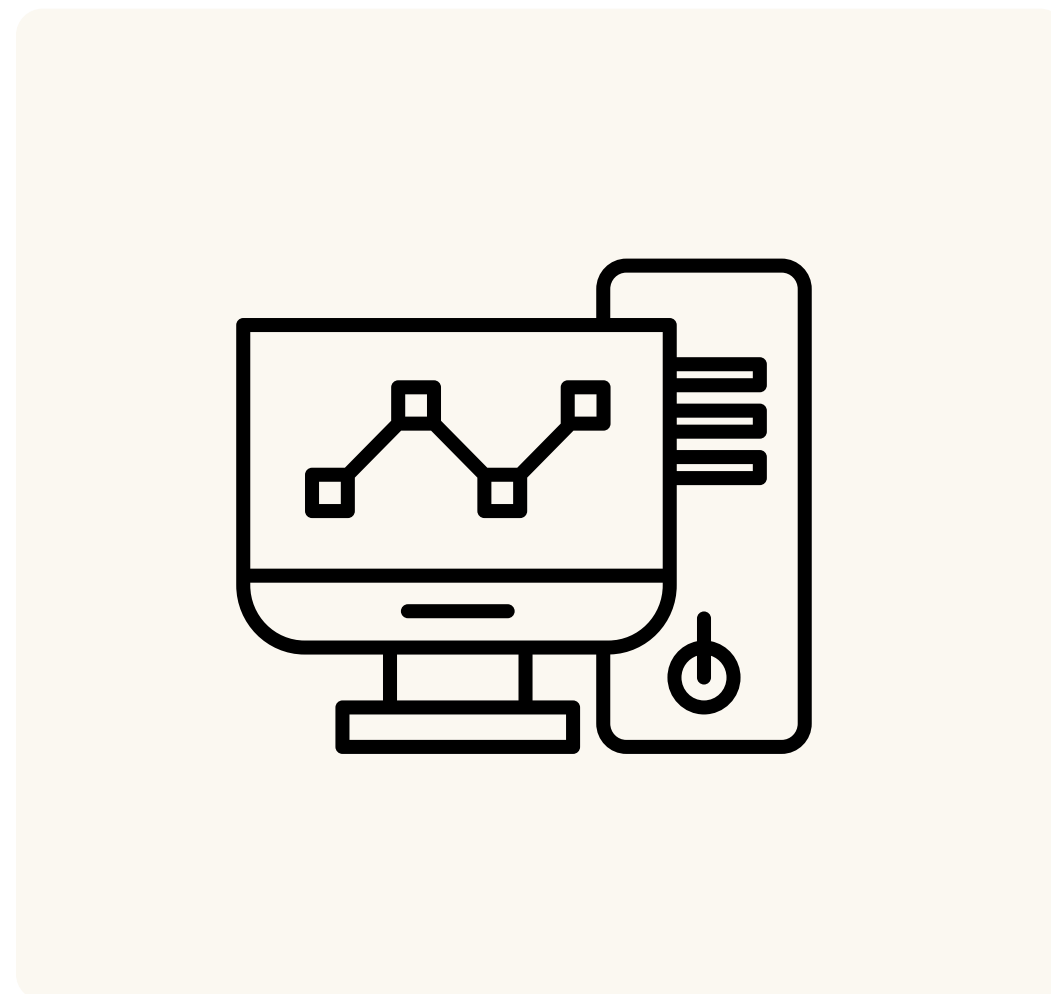
Do not use unapproved backgrounds



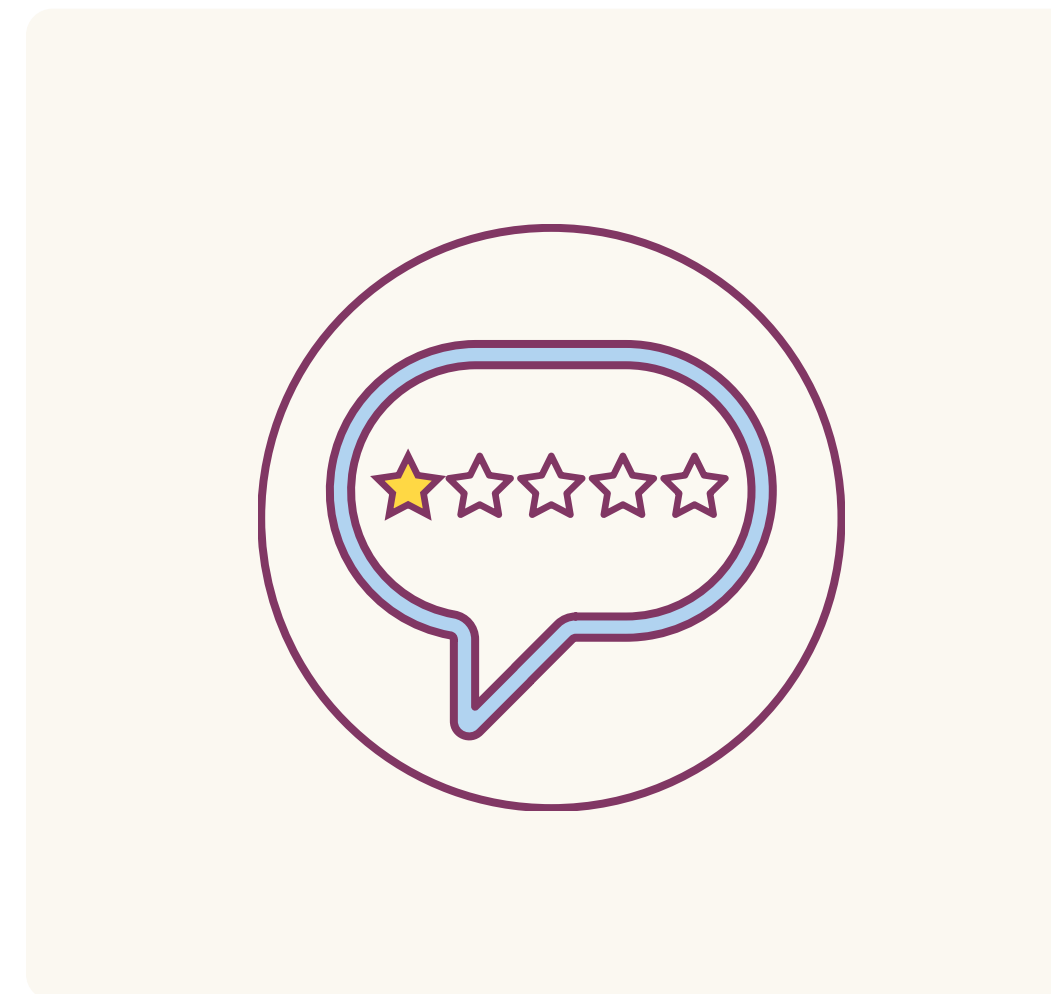
Do not change colors



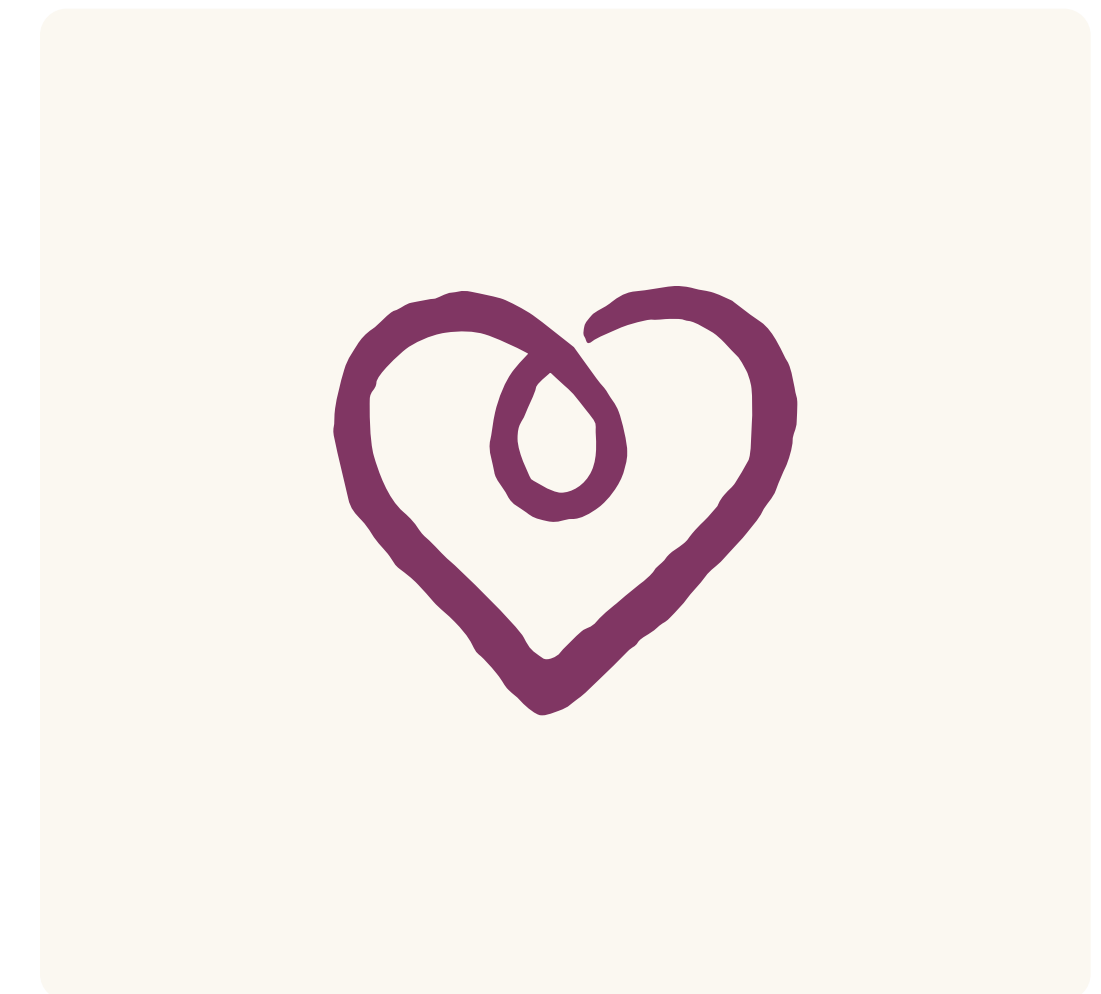
Do not crop or condense



Do not use overly complex icons



Do not use multicolored icons



Do not use outline or hand drawn icons

07 Graphic System

Thyme Leaf

The Thyme Leaf is a form pulled from our logomark. Using it is an easy way to create variety and organic movement, and it lends an appealing and subtle sense of play to highly structured layouts. It can be filled with a solid color or masked with an image (see the examples on the right).

The Thyme Leaf never appears in its complete form; it is always a masked fragment that appears as a single curve. Utilizing the form this way helps us keep our arc degrees consistent while allowing for variety through rotation and scale. Please note that the form itself should never be skewed or tampered with.

The Thyme Leaf form can be rotated to whatever degree feels most natural; scale up or down depending on how gentle of an arc you are looking for. Use your best judgement to have the arc working with other elements in your asset, such as following the line length in the examples at the right.



Examples of how the Thyme Leaf can be scaled and rotated with a photo.

Examples of how the Thyme Leaf can be scaled and rotated with solid colors.



Mirrored Rectangles

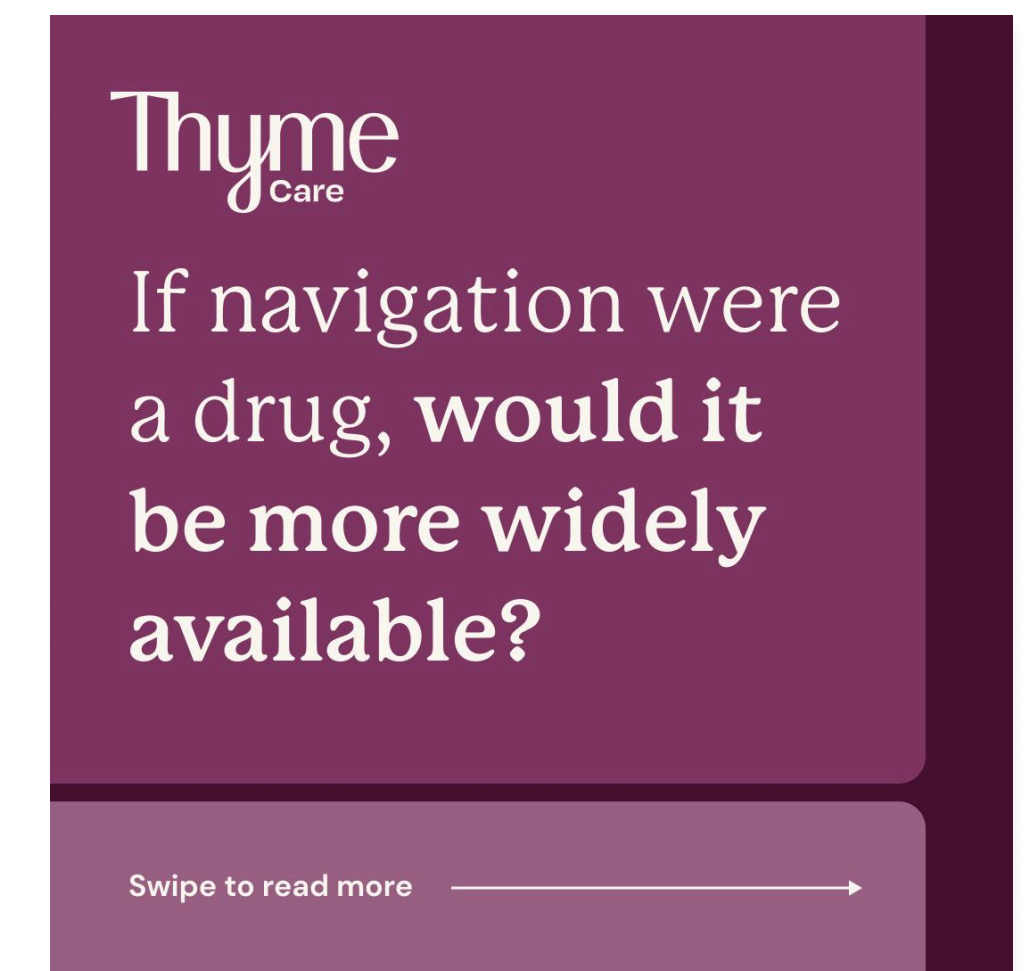
Mirrored rectangles provide visual variety to assets that require a more structured approach. Always paired side by side, they can be filled with solid colors or masked with images. They also provide an effective way to segment and call-out information, which is particularly useful in text heavy assets such as decks and eBooks.

Some tips to using mirrored rectangles successfully:

- At least 1 side of each rectangle should be flush with the edge of the asset
- Corners are rounded slightly (in this document, for example, they are 10px)
- If using two solid colors, use a primary or secondary parent hue and its respective tint (we never use two different parent hues for mirrored rectangles)
- The gap between rectangles is minimal, approximately 15 px

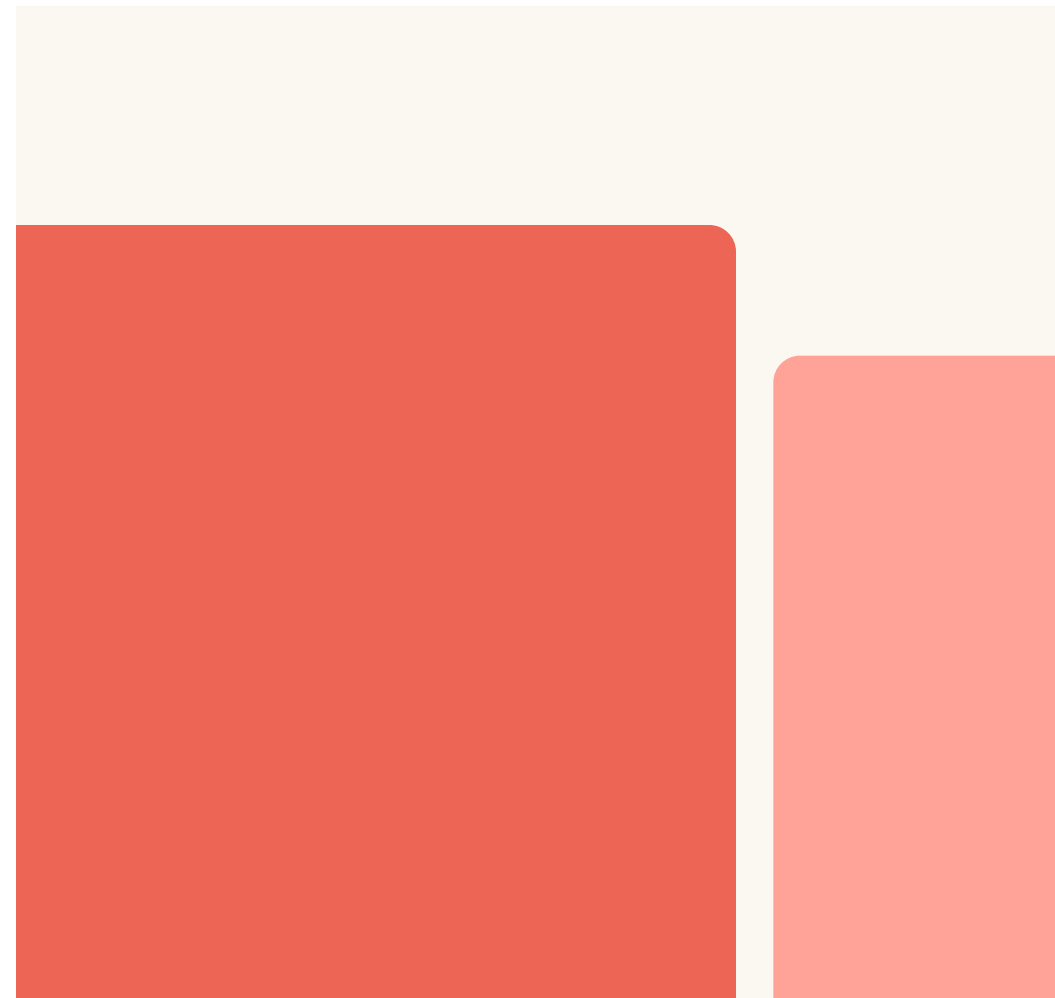


Image within horizontal mirrored rectangles

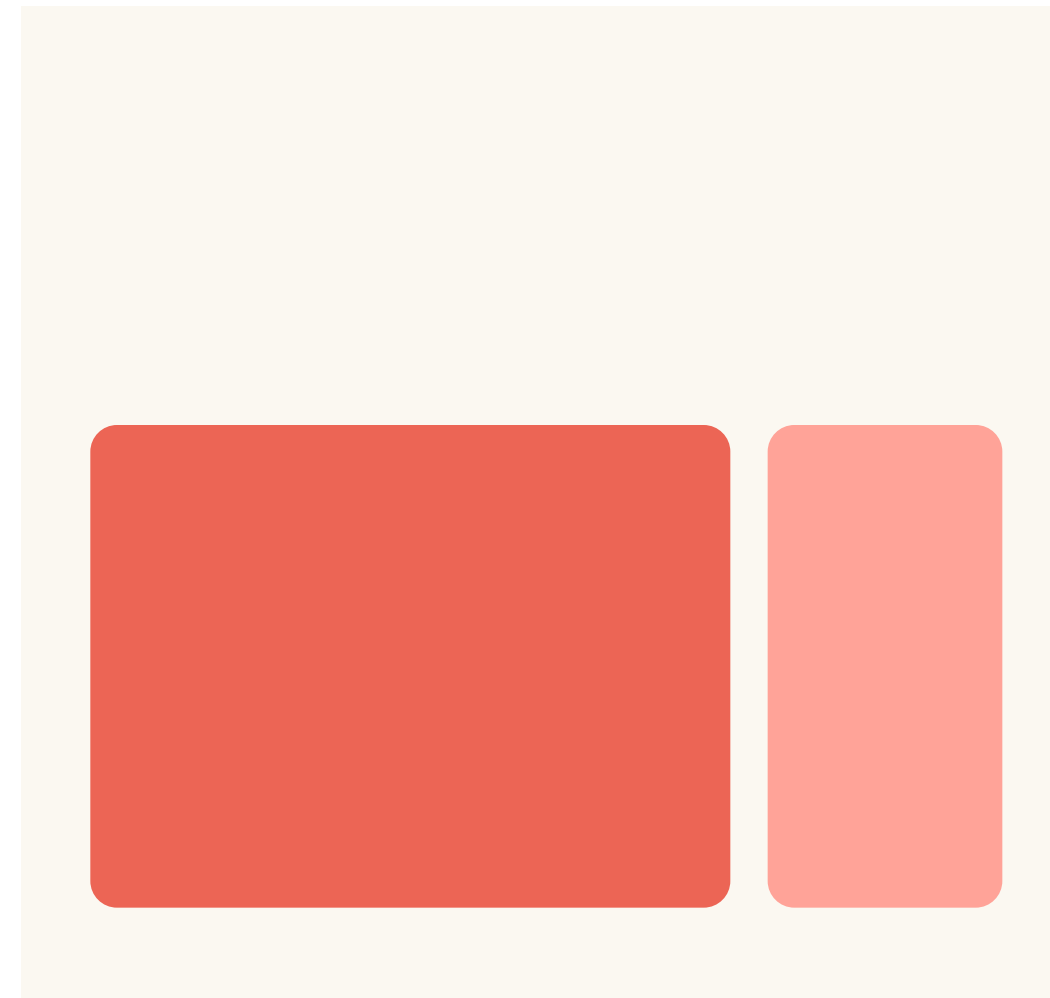


Text within vertical mirrored rectangles

Do Nots



Do not have inconsistent heights



Do not have floating mirrors



Do not mirror different hues



Do not use the full Thyme Leaf form



Do not create Thyme Leaf patterns



Do not have arcs in opposing directions

08 Gallery

We know how it feels to get “The Call.”


Working in oncology, so often we’d get asked to help a friend or family member recently diagnosed with cancer. In that moment of raw vulnerability, every one of them urgently needed guidance, reassurance, and answers from a trusted confidant.

[Check Your Eligibility](#)



“Having gone through cancer treatment, I have firsthand experience and know it is a very difficult journey.”

Susie Ulloa
Oncology Nurse



Thyme
Care

312 likes

1 in 3
people with cancer experience social or emotional distress

Thyme
Care

295 likes

Refractory
/rə'fraktərē/
adjective

In medicine, describes a disease or condition that does not respond to treatment.

Thyme
Care

197 likes

Thyme

MembersTasksPracticesAdmin

CallLog Out

Members

+ Add Member

Search keyword

Filter

Columns

| Name | ID | Date of Birth | Acuity Score | Program Status | Pod | Treatment Status |
|-----------------|---------------|---------------|--------------|----------------|----------|----------------------------|
| Aaron Cruz | Patient - 168 | 02/13/1926 | High | Onboarding | Komorebi | Chemo, Immuno, or Targeted |
| Abigail Edwards | Patient - 195 | 12/11/1950 | High | In Care | Komorebi | Hospice |
| Adam Gonzalez | Patient - 71 | 08/06/1973 | Low | In Care | Ohana | Chemo, Immuno, or Targeted |
| Adam Kent | Patient - 202 | 04/07/1945 | High | Enrollment | Ohana | Chemo, Immuno, or Targeted |
| Adam Nicholson | Patient - 29 | 10/17/1948 | Low | In Care | Ohana | Hospice |
| Adrienne Lee | Patient - 86 | 04/24/1954 | Medium | In Care | Komorebi | Chemo, Immuno, or Targeted |
| Aida Thyme | Patient - 235 | 09/16/1968 | High | In Care | Komorebi | Chemo, Immuno, or Targeted |
| Alan Ellis | Patient - 124 | 10/15/1931 | Medium | Rapid Access | Ohana | Survivorship |
| Alexandra Stone | Patient - 114 | 02/17/1941 | High | Enrollment | Komorebi | Chemo, Immuno, or Targeted |
| Allen Hernandez | Patient - 53 | 05/14/1949 | Low | Onboarding | Ohana | Hospice |

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Showing 1 to 10 of 200 items

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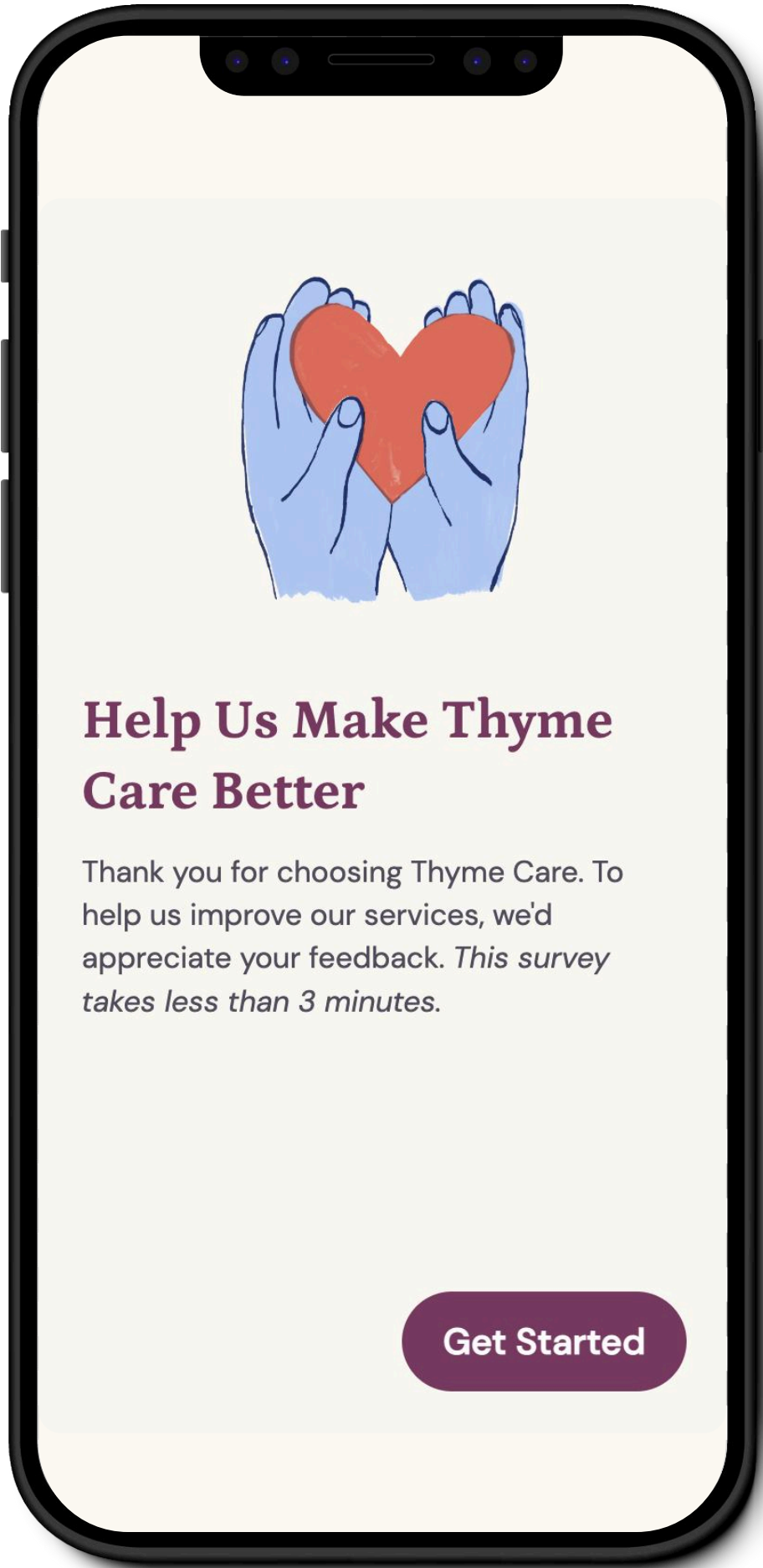
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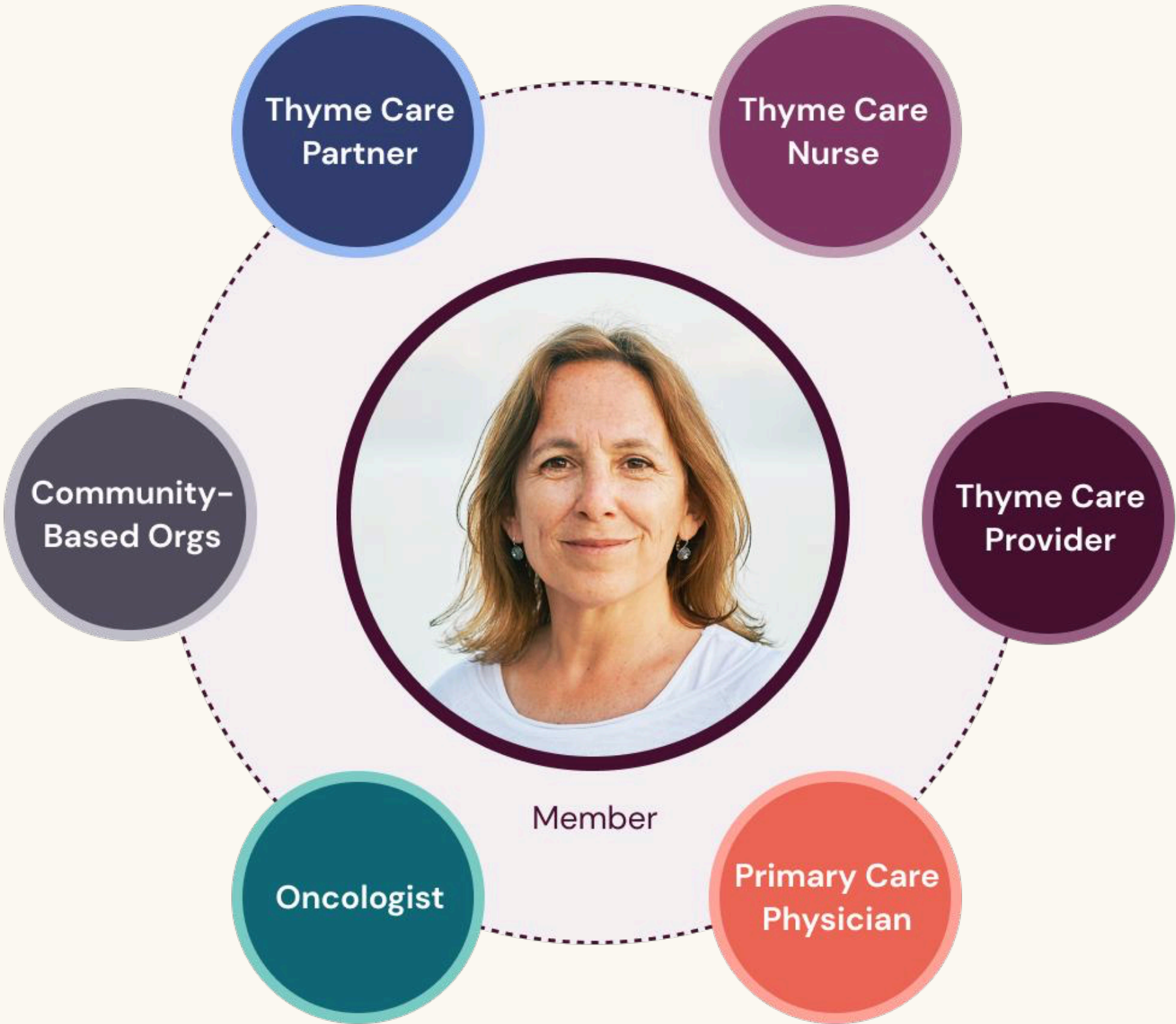
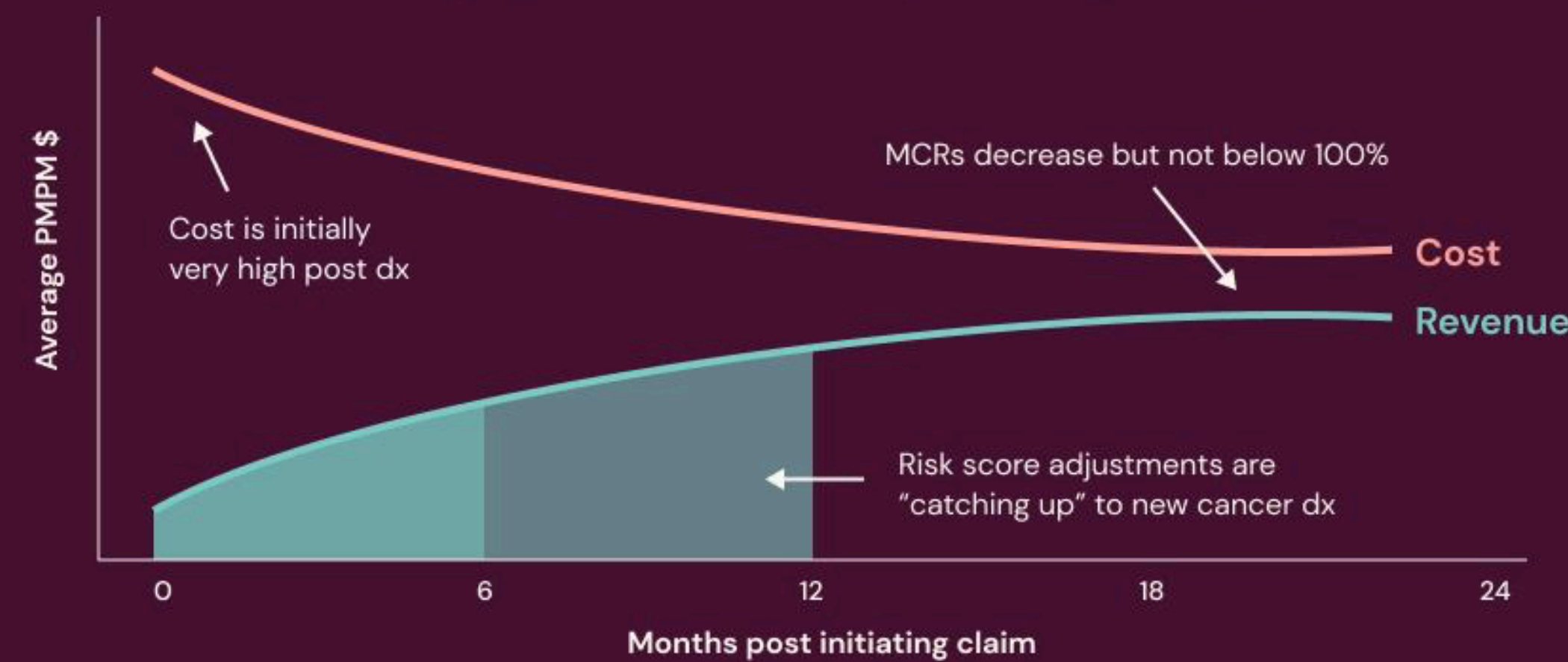
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Members by Main Oncology Practice Affiliation



Aggregate of individual patient journeys



Thyme
Care



A better cancer journey for all.

thymecare.com

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Our care team to shape the kind of medical care you receive
Your team of Oncology Nurses & Care Partners are available to you
24/7. Call or text 201-526-8484 anytime with questions or concerns.

We are here for you.

Thyme
Care



Better cancer care
for members.

Lower costs for
employers.



Thyme Care provides personalized, clinically coordinated care to individuals with cancer. We pair our team of Oncology Nurses and Care Partners with software and analytics to identify and engage eligible members, connect them to the right care, and provide ongoing support through targeted, cost-effective interventions.

Cancer is the leading cause of death¹ and the top driver of employer healthcare costs.² The current cancer care delivery system is complex, leading to poor outcomes and experience for patients and increased utilization of healthcare services.

Purpose-Built Oncology Navigation

Expert team of physician-guided oncology nurses and resource specialists who provide members with 24/7 support, interventions, education, guidance, and advocacy.

Deep Provider Integration

Identify and partner with high-value oncology groups and PCPs within a plan's existing network – offering priority access appointments and operating as an extension of their clinical team, enabling a seamless experience for members.

Actionable Insights

Cancer population insights that inform member-level interventions, tightly incorporated into our tech-enabled care delivery platform and shared regularly with employer partners.

Driving meaningful
results for employers
and their members.

\$429

Avg. rate of PMPM savings for navigated members

11%

Reduction in total inpatient spend for high/med acuity members

9.7/10

Member satisfaction rate

70%+

Enrollment rate for eligible members

Propensity score-matched study using medical claims from a regional medicare advantage plan in New Jersey.³

¹ <https://www.cdc.gov/nchs/fastats/leading-causes-of-death.htm>

² <https://www.businessgrouphealth.org/en/who-we-are/newsroom/press-releases/2023-lehcslds>

³ <https://old-prod.asco.org/about-asco/press-center/news-releases/patient-navigation-program-lowers-care-costs-patients-cancer>


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Who We Are

Thyme Care is an oncology population management platform delivering patient-centered cancer navigation to health plan members.

Virtual Care Team

Dedicated team of specialty nurses and care partners that assist members through their cancer journey.



Thyme Care Member

Robust Technology + Analytics Platform

Intelligent care delivery platform that enables data-driven care guidance at scale, informed by advanced analytics, to drive decision-making and patient engagement.

Our Approach

The Thyme Care difference.

- 1

Purpose-built Oncology Care Model

Expert team of physician-guided oncology nurses and resource specialists with decades of experience in oncology care delivery.
- 2

Robust tech & analytics

Our intelligent care delivery platform enables data-driven care guidance at scale, informed by advanced analytics, to drive better decision-making and patient engagement.
- 3

Deep provider integration

Thyme Care identifies and partners with high-value oncology groups and PCPs within a plan's existing network--operating as an extension of their clinical team and aligning incentives across stakeholders.



Title

Subtitle

Heading 1

Heading 2

Body text

Caption

Pull out / quote



Thank you!