

Health Net's Brand Refresh Updates for Brokers

Questions and Answers

- When will members be informed about this change?
 - We have begun sharing a preview announcement of both the Health Net logo change as well as the transition of products names to the Ambetter name for IFP products. Following this preview via the website and portal as well as email outreach, we will follow with web and portal full transitions in time for OEP.
- Will ID numbers change?
 - ID cards will be revised after plan renewals in 2022
- Will off cycle ID cards be mailed?
 - No, revised ID cards will be mailed as enrollment renews for health coverage beginning January 1, 2022.
- When will members receive new ID cards?
 - Members will not receive revised ID cards prior to renewal of plans in 2022
- Will any of the networks/products change?
 - Rest easy, our new look signals “more & better” -- nothing is going away. We remain committed to all Californians with a selection of “Coverage for Every Stage of Life™. Of course you’ll see current and new products and services — all brought to you by Health Net!
- Can I continue to use the legacy Health Net logo?
 - We ask that you use the new Health Net logo and discontinue use of the legacy logo
- What are the new brand guidelines?
 - New brand guidelines are coming soon
- When should I start using the new logo/collateral?
 - Now, beginning this month with pre- enrollment materials for health coverage beginning January 1, 2022.

- When will HN's website be updated with new collateral?
 - Most new collateral will be available in Q4 2021 for use in selling for products effective January 1, 2022
- Will Health Net replace branded items that they had previously provided to brokers (signage, banners, promo items, etc.). If so when?
 - No sooner than Q4 2021
- What new resources will be available from Centene?
 - New resources from Centene include upgrades to our Provider Search tool, single sign on to Broker Portal, easier access to sales tools (like plan overviews) through e-tools, new national programs, and more.
- Will the broker portal be rebranded and if so, when?
 - All portals and public webpages will receive new Health Net logo as well as color scheme. The process will begin with our preview this month, , readiness in October for OEP and full implementation which includes all forms, notices, collateral, etc. completed for Jan 2022.
- When will the public and the IFP websites be rebranded?
 - Similar to the portals, we are unveiling the new branding this month. Following this, pre enrollment materials as well as web page design will reflect the new logo and color scheme.
- Is there any action I need to take?
 - No action needed at this time