

Frequently asked questions: Our upcoming rebrand to Anthem

This communication applies to Commercial, Medicaid, and Medicare Advantage plans from Empire.

Why is Empire changing its name to Anthem?

Our parent company, Elevance Health, is streamlining and simplifying the complexity of our health plan and service businesses to reduce the number of brands we have in the market, so our partners and customers clearly understand where we serve, who we serve, and what our brands do.

Anthem is a name that has been part of our heritage for more than 30 years, so it may be familiar for some — but more importantly, it is a name that perfectly fits with our vision for our brand to be a source of lasting wellness for our consumers at all points in their health journey.

Why am I seeing Elevance Health on correspondence now?

Documents you previously received with Anthem, Inc. may now reflect our new parent company name, Elevance Health; however, a very minimal number of communications should mention our parent company by name. In general, checks and other financial statements may include the Elevance Health name or logo. Most communications will occur under our new brand name beginning January 1, 2024.

Is the Provider Services line changing?

No, the Provider Services number is not changing.

Is the Medicaid Member Services line changing?

No, the Member Services number is not changing.

Will this change impact our current agreements/contracts with Empire?

No, there will be no changes to your current agreements or contracts.

Will there be any changes to the credentialing process because of this change?

No, our credentialing processes will remain the same.

Will this change affect how I access the provider website?

Yes, we will have a new website launching on January 1, 2024.

Will the way I submit prior authorizations change?

No, the process for submitting prior authorizations will not change.

Can I still accept an Empire member ID card from my patients?

Yes, members will receive a new member ID card with the Anthem logo on it; however, the Member ID number will not change. You can still use the same Member ID number to bill for services. Please remind your patients that if they have not received their new member ID card, they can call the new

Member Services phone number (above) to request this card. They can also access their new card on their Sydney Health app from any smart device or on the member website.

Does this change how I communicate with my provider relationship management representative?

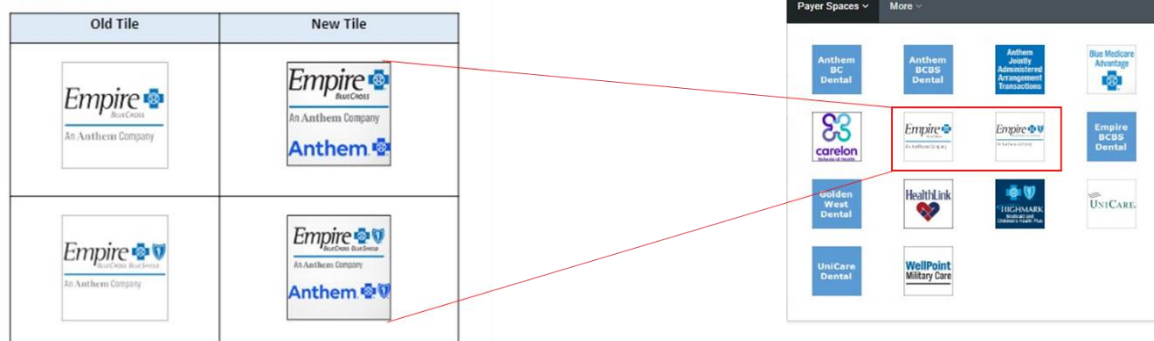
No, our provider relationship management representatives will receive new email handles with @anthem.com instead of @empire.com. Rest assured that if you send an email to us at @empire.com, we will still receive it.

Will there be changes to how I access the Availity payer space?

No, there are no changes to how you will access and use your payer space. You will notice updated branding starting on December 9, 2023.

You will see a joint Empire-Anthem payer space tile when you select the tile under *Payer Spaces*. This joint-branded tile will remain in place throughout 2024 to help facilitate a smooth transition.

Payer Space Tile:



When you select the payer tile, you will be redirected to the payer space which will be Anthem branded beginning on December 9, 2023:

- The Empire BlueCross payer space will be branded Anthem Blue Cross.
- The Empire BlueCross BlueShield payer space will be branded Anthem Blue Cross and Blue Shield.

Aside from these branding changes, **how you use and interact with payer spaces will be exactly the same.**

Are EDI payer IDs changing?

No, payer IDs are not changing.

Below are answers to questions you may receive from patients:

Will my doctors and hospitals still be in the network/can I continue to see my same doctor?

There is no impact to the Empire provider network because of the brand name change to Anthem.

Will my plan/benefits change?

Rest assured there will be no impact or changes to coverage, access to care providers, or level of support due to the brand name change to Anthem.

Will there be a break or gap in my coverage?

There is no impact to your healthcare coverage because of the brand change.

Will I receive a new member ID card?

Yes, members will receive a new ID card with the Anthem logo for an effective date of January 1, 2024.

Can I still use my Empire member ID card?

Yes, you will receive a new member ID card with the Anthem logo on it, but your Member ID number will not change.

If you do not receive a new Anthem member ID card, you can call the new Member Services phone number (above) to request this card. You can also access your new card on the Sydney Health app from any smart device or from the member website.

Do I need to re-enroll as an Anthem member if I want to stay with my current plan?

You do not need to take any action unless you have received a notice from your State Medicaid Office telling you to renew your coverage. Enrollees generally renew coverage every 12 months. If you are currently with Empire, you should receive a new Anthem ID card. Call Member Services if you haven't received your new ID card.

I just got a referral/preapproval to see a specialist. Can I still use it?

Yes, there are no changes to existing prior authorization and claims processes because of the brand name change to Anthem.

Is the Aspire Health name changing?

Yes, the Aspire name is changing to Carelon Health for Medicare, effective January 1, 2024.