



## **PROVIDER ALERT**

### **Beacon Health Options: Brand Implementation**

**July 6, 2015**

As many of you may know, at the very end of last year, ValueOptions merged with Beacon Health Strategies, and our combined company is called Beacon Health Options. As we move forward in 2015 and beyond, we are very excited to bring our service offerings together and deliver expanded capabilities to provider partners like you, our clients and most importantly the individuals we serve.

With that in mind, we are beginning to plan for the implementation of this new branding across all corporate functions. In the weeks and months to come, we will develop and execute a staged implementation strategy to accomplish our dual goals of rebranding our company while eliminating any potential confusion to you. At this time, we want to take this opportunity to offer some broad strokes regarding our implementation strategy:

- ValueOptions will continue to exist as a legal entity. We will initially start by rebranding items that you as the provider see, but are not seen by the individuals that we serve. This includes things like the way we sign our email, any reports we deliver to you, training webinars, and other materials that you may see in daily interactions with us.
- We will provide language that can be used to communicate the upcoming branding changes to members. These communications will basically let members know that this rebranding will happen in the months to come, and that there is no change to the way they contact us or in the way we will interact with them. We will let them



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know that you, our providers, have started to see this change, so if you mention it to the member, there is no cause for alarm.

- Our last step will be changing benefit promotional materials, administrative correspondences and anything else that you and members may see.

This is an exciting time for our company. Not only do we see this simply as a cosmetic rebranding, we see this as an opportunity to bring to bear the best of both companies in delivering better services to you and the individuals we serve. As we move forward with the rebranding implementation, we'll keep you posted on a regular basis. We look forward to our continued work together in the months and years to come.

