

## The Empire name is transitioning to Anthem






Dear Care Provider:

As a reminder, on January 1, 2024, Empire BlueCross BlueShield and Empire BlueCross will become Anthem Blue Cross and Blue Shield and Anthem Blue Cross. This will take place across Commercial, Medicaid, and Medicare lines of business. There will be no impact to your contract, reimbursement, or level of support.

### Why is Empire becoming Anthem?

Empire joined the Anthem family of health plans in 2006. The decision to transition the name from Empire to Anthem brings together everything that the well-respected, industry-leading Anthem brand has to offer, with the strength and value of the Blue Cross and Blue Shield brand that generations of New Yorkers have come to know and trust.

We will continue to combine the trust of the Blue Cross and Blue Shield name and the national resources and capabilities of our parent company and affiliates to improve the whole health of all New Yorkers. Below is a chart to summarize our recent and upcoming brand migrations.

From	Transition Date	To
Parent Company 	→ June 2022	
New York In-Market Health Plan  	→ January 1, 2024	 
Updated Anthem Logo for all Anthem Health-Plan States  	→ January 1, 2023	 

For you and your patients, our priority is to make this a simple, seamless transition, so patients can continue to use the same doctors and hospitals they do today:

- Our care provider networks are not changing.
- Your patients' plan, coverage, and ID card numbers are not changing. We will be sending out new ID cards starting this year and throughout 2024, and both the new Anthem-branded cards and old Empire-branded cards will be valid.

\* Availity, LLC is an independent company providing administrative support services on behalf of the health plan.

Services provided by Empire HealthChoice HMO, Inc., and/or Empire HealthChoice Assurance, Inc. Empire BlueCross BlueShield Retiree Solutions is the trade name of Anthem Insurance Companies, Inc., a licensee of the Blue Cross Blue Shield Association. Medicaid products offered by Empire BlueCross BlueShield HealthPlus which is the trade name of HealthPlus HP, LLC. Independent licensee of the Blue Cross Blue Shield Association.

- We will still offer the same high-quality, affordable health benefits.
- We will continue to offer the same programs and services to help your patients take care of their overall health and well-being.
- Our existing Anthem-branded health plans in our other Blue-licensed markets are not changing and will continue to operate in their current states.

**Keeping you well informed is a top priority**

In advance of our official launch on January 1, 2024, we will continue to communicate news and updates to our partners, customers, and members to help prepare for this transition.

For more information, please read the press release or visit [empireblue.com/provider](https://empireblue.com/provider).

For more information about our go-to-market brands (for example, Anthem), visit <https://elevancehealth.com/who-we-are/companies>.

Thank you for being our trusted health partner. We look forward to building the future of healthcare together as Anthem Blue Cross and Blue Shield/Anthem Blue Cross.

## FAQ: Our upcoming rebrand to Anthem

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

### Why are Empire BlueCross BlueShield (Empire) and Empire BlueCross changing their names to Anthem Blue Cross and Blue Shield and Anthem Blue Cross?

- A. 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 Blue Cross and Blue Shield and Anthem Blue Cross are names that have been part of our heritage for more than 80 years, so they may be familiar for some — but more importantly, they are names that perfectly fit 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?

- A. Documents you previously received with Anthem, Inc. may now reflect our new parent company name, Elevance Health; however, 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 names beginning January 1, 2024.

### Are the customer service phone numbers changing?

- A. No, the member, broker, and provider services phone numbers are not changing.

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

- A. 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?

- A. No, our credentialing processes will remain the same.

### Will this change affect how I access the provider website for Empire?

- A. Yes, starting January 1, 2024, you can find us on the web at [anthem.com](https://anthem.com) or [anthembluecross.com](https://anthembluecross.com). If you visit [empireblue.com](https://empireblue.com) after January 1, 2024, you will be automatically redirected to [anthembluecross.com](https://anthembluecross.com).

### Will this change affect how I access payer information in Availity\*?

- A. No, you will access the secure portal, Availity, the same as you do today.

### Will the way I submit prior authorizations change?

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

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

- A. 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 Anthem member ID card, they can call the Member Services phone number 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?**

- A. 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, it will be redirected to the @anthem.com email address.

**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?**

- A. Yes, there is no impact to the provider network because of the brand name change to Anthem.

**Will my plan/benefits change?**

- A. 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?**

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

**Will I receive a new member ID card?**

- A. 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?**

- A. 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 Member Services phone number 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 a Medicaid member with Anthem if I want to stay with my current plan?**

- A. No, 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.

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

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