

# PROVIDER FAQs

## Branding

### 1. Which of your health plans use Jefferson Health Plans branding?

Health Partners Plans, Inc. uses Jefferson Health Plans as a marketing name for its Medicare Advantage and Individual & Family Plans.

They are named:

- Jefferson Health Plans Individual & Family Plans
- Jefferson Health Plans Medicare Advantage



### 2. Which of your health plans use Health Partners Plans branding?

Health Partners Plans, Inc. has continued to use the Health Partners Plans branding for Medicaid and CHIP health plans.

They are named:

- Health Partners Plans CHIP
- Health Partners Plans Medicaid



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## Communications and Materials

### 3. Will member ID cards change?

Member ID cards for Jefferson Health Plans and Health Partners Plans will not change in 2024.

### 4. How will future provider communications be branded?

All provider communications and materials will be cobranded with the Jefferson Health Plans logo and the Health Partners Plans logo, regardless of the membership you serve.



### 5. Why are you cobranding provider communications?

We want to ensure that providers serving our members understand that our health plans have different branding.

Our health plans include:

- Health Partners Plans CHIP
- Health Partners Plans Medicaid
- Jefferson Health Plans Individual & Family Plans
- Jefferson Health Plans Medicare Advantage



**6. I am a provider for Jefferson Health Plans and Health Partners Plans members. How will I know if a communication pertains to members in a certain health plan?**

If a communication pertains to a certain line of business, we will indicate as such in the communication. If the communication does not speak to a certain plan/product name, you should assume that the information applies to all our health plans.

**7. How will consumer/member communications be branded?**

Branding on our member communications will align with the specific plan referenced in the communication. For example, if a member is receiving a communication on a topic related to their Health Partners Plan Medicaid plan, the communication will be branded as Health Partners Plans.

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## **Contact Information**

**8. After reading this FAQ, I still have questions about branding. Who should I contact?**

Please contact the Provider Services Helpline at **1-888-991-9023** (Monday to Friday, 9:00 a.m. – 5:30 p.m.) if you have any additional questions that are not outlined in this FAQ.