



We have some exciting news!

July 17, 2024

Physicians Health Plan (PHP) and PHP Medicare are rebranding to **University of Michigan Health Plan** later this summer.

While this change marks a significant milestone in our company's 40+ year history, **who we are** as an organization remains the same. And who we are is a proud, respected, Michigan-based health plan who partners with providers and hospital systems throughout the state to ensure you have access to quality, affordable health care so you can live your best life.

We recognize the sensitivity some people may feel around aligning our brand with our majority owner – **University of Michigan Health** – but our commitment to providing access to world-class care transcends sports rivalries.

The health plan, together with our provider and hospital system partners across Michigan, shares a commitment to helping people in their time of need.

And that's worth cheering about.

Here, you'll find answers to questions we anticipate you may have related to our rebranding. If you have additional questions we haven't addressed here, please let us know.

Thank you for being a valued member of **University of Michigan Health Plan**.



Your questions, answered.

Why are Physicians Health Plan and PHP Medicare rebranding?

For more than 40 years, Physicians Health Plan (PHP) has been improving people's lives by making health care more accessible for the diverse communities we serve.

We are proud to serve individuals and their families, employers and their employees – actively working and retired – and Medicare beneficiaries throughout Michigan.

Together with our extensive network of provider partners and hospitals, we provide people access to quality, affordable care so they can live their best lives.

In 2023, University of Michigan Health (UM Health) became 90% owner of PHP. Covenant HealthCare continues to own 10% of the health plan.

PHP is rebranding to **University of Michigan Health Plan** (UM Health Plan) to more closely align with our majority owner - University of Michigan Health, one of the most recognized and respected brands in the country, known for bringing knowledge and wellness to the people of Michigan and the world.

We will continue to market our Covenant Advantage (HMO-POS) and Covenant Retirees Advantage (HMO-POS) Medicare Advantage plans under the Covenant HealthCare brand in the Saginaw region, because we know and value the strength of the Covenant brand in that area.

When is PHP rebranding?

While our legal name has officially changed, we will launch our new brand in phases, beginning in August 2024.

Will PHP have a new logo?

Yes, our new name and brand identity is:



Michigan Care Advantage (HMO-POS), the Medicare Advantage plan available **exclusively** for University of Michigan retirees, will continue to be branded Michigan Care Advantage.



As noted above, we will continue to market our Covenant Retirees Advantage (HMO-POS) retiree plan and Covenant Advantage (HMO-POS) Medicare Advantage plans under the Covenant HealthCare brand in the Saginaw region, because we know and value the strength of the Covenant brand in that area.



Is the Sparrow Advantage Medicare Advantage plan going away?

In April 2024, Sparrow Healthcare rebranded to the University of Michigan Health-Sparrow. With this change, you can expect changes to health plan names that bear the Sparrow name. **Rest assured; our 2024 4.5-star rated (out of 5 stars)* Medicare Advantage plan will still be available throughout mid-and southern Michigan, but with a new name.** You will receive an Annual Notice of Change (ANOC) in September with the new name.

As mentioned above, we will continue to market our Covenant Retirees Advantage (HMO-POS) retiree and Covenant Advantage (HMO-POS) Medicare Advantage plans under the Covenant HealthCare brand in the Saginaw region, because we know and value the strength of the Covenant brand in that area

**The Centers for Medicare & Medicaid Services (CMS) publishes the Medicare Advantage (Medicare Part C) and Medicare Part D Star Ratings each year to measure the quality of health and drug services received by consumers enrolled in Medicare Advantage (MA) and Prescription Drug Plans (PDPs or Part D plans).*

Are any existing plans' benefits changing?

No, existing plan benefits are not affected by the rebranding.

Is the network changing?

No, the current Medicare network will not be affected by the rebranding. All PHP Medicare members have had, and will continue to have, access to our statewide network of providers, hospitals, and pharmacies (if you have pharmacy benefits with us).

Now that University of Michigan Health owns 90% of the plan, can members go to University of Michigan Health / Michigan Medicine for care?

All PHP Medicare members have had, and will continue to have, access to University of Michigan Health and University of Michigan Health-Sparrow facilities. We are actively working to add University of Michigan Health-West to our network.

When will I receive a new ID card with the new name of the plan?

ID cards issued for plan year 2025 will include the new University of Michigan Health Plan name and logo. Covenant Retirees Advantage (HMO-POS) and Covenant Advantage (HMO-POS) members' ID cards will continue to carry the Covenant brand. Because our current 2024 plans are not changing as part of the rebrand, you should continue to use your existing member ID card when you visit the doctor or fill a prescription (if you have pharmacy benefits with us).

Will there be changes to the member portal?

Over the next few months, we will be updating our Medicare member portal to reflect our new branding. You will continue to access the updated member portal the same way you do today.

Is PHP moving their office?

In Jan. 2024, PHP moved from our Lansing location to 1301 N. Hagadorn Rd. Ste. 1E in East Lansing. No other moves will occur because of our rebranding.

Who can I call if I have questions about this letter?

Please call Medicare Customer Service at **1.844.529.3757 (TTY: 711)** 8:00 a.m. to 8:00 p.m. seven days a week.*

**You may reach a messaging service on weekends from April 1 through Sept. 30 and holidays. Please leave a message and your call will be returned the next business day.*

