



We have some exciting news!

July 17, 2024

Physicians Health Plan (PHP) is 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 your patients – our members – have access to quality, affordable health care so they can live their best lives.

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 all you do to help keep our members healthy.



Your questions, answered.

Why is Physicians Health Plan 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.

Together with our extensive network of provider partners and hospitals, we provide people access to high-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 Select employee plan, 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.

When is PHP rebranding?

While our legal name has officially changed, we will launch our new brand in phases, beginning in Q3.

Will PHP have a new logo?

Yes, our new name and brand identity is:



As noted above, we will continue to market our Covenant Select employee plan, 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.



A University of Michigan Health Plan (HMO-POS)



A University of Michigan Health Plan (HMO-POS)

Will PHP have a new website?

Yes, we will launch a new website beginning in Q3 2024. Our new URL will be **UofMHealthPlan.org**. When the new site launches, visitors to our current site, **PHPMichigan.com**, will be redirected to our new website. All site updates will be completed by year end. Our **U-MHealthAdvantage.com**, **CovenantAdvantage.com**, and **SparrowAdvantage.com** Medicare Advantage sites will continue to be independent microsites and will also be accessible from the new **UofMHealthPlan.org** website when it launches later this summer.

Will PHP have new email addresses?

Yes, we will begin using our new email addresses in Q3. Our new email addresses will be **FirstName.LastName@UofMHealthPlan.org**. Emails sent to our current **FirstName.LastName@phpmm.org** email addresses will redirect to our new inboxes.

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.

Will there be changes to the provider portal?

Yes, over the next few months, we will be updating the provider portal to reflect our new branding. Providers will continue to access the updated portal the same way they do today.

Will there be changes to provider contracts?

Earlier this month, providers were mailed an *Amendment to Provider Participation Agreements*, letting them know that all references to our previous legal name(s) in provider agreements were updated to our new legal names as shown below.

PREVIOUS LEGAL NAME	NEW LEGAL NAME
Physicians Health Plan	University of Michigan Health Plan
PHP Medicare	University of Michigan Health Medicare
PHP Insurance Company	University of Michigan Health Insurance Company
PHP Service Company	University of Michigan Health Service Company

Please note, providers can participate with PHP under direct agreements or through Physician Organizations and Clinically Integrated Networks.

Is the PHP Payor ID changing?

No, our Payor ID number will not change as part of our rebranding initiative.

Will the PHP Payor ID be updated to reflect the new name from a clearinghouse perspective?

While our Payor ID number is not changing as part of our rebranding, our Payor name will be updated to University of Michigan Health Plan across Clearinghouses.

Are any existing plans' benefits changing?

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

Is the network changing?

No, the current individual, small group, large group, and Medicare networks will not be affected by the rebranding. All PHP members have had, and will continue to have, access to our statewide network of providers, hospitals, and pharmacies.

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

PHP 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.

Is the service area changing as part of the new brand?

For plan year 2025, we will continue to serve individuals and families, small and large employers, and Medicare beneficiaries across Michigan:

Individual <i>15 Counties</i>	Small Group <i>15 Counties</i>	Large Group <i>18 Counties</i>	Medicare <i>17 Counties</i>
Bay	Bay	Bay	Bay
			Calhoun
Clinton	Clinton	Clinton	Clinton
Eaton	Eaton	Eaton	Eaton
Gratiot*	Gratiot*	Gratiot	Gratiot
		Hillsdale	
Huron	Huron	Huron	Huron
Ingham	Ingham	Ingham	Ingham
Ionia	Ionia	Ionia	Ionia
Isabella	Isabella	Isabella	
		Jackson	Jackson
		Lenawee (partial)	
			Kalamazoo
Livingston**	Livingston**	Livingston**	Livingston
Montcalm	Montcalm	Montcalm	Montcalm
Saginaw	Saginaw	Saginaw	Saginaw
Sanilac	Sanilac	Sanilac	Sanilac
Shiawassee	Shiawassee	Shiawassee	Shiawassee
Tuscola	Tuscola	Tuscola	Tuscola
Washtenaw	Washtenaw	Washtenaw	Washtenaw

Not related to rebranding...

*We have filed for service area expansion into Gratiot County for our individual and small group HMO exclusive plans for plan year 2025.

**We have filed for full Livingston County for all commercial plans for plan year 2025.

Stay tuned for more information coming soon!

When will members 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 Select, 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, members should continue to use their existing member ID card when they visit the doctor or fill a prescription (if applicable).

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. 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).*

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

Please email **Provider Relations** at PHPPProviderRelations@phpmm.org.

