

# Health Net is Getting a New Look!

IT'S SIMPLE AND REMINDS YOU THAT YOU ARE THE CENTER OF ALL WE DO

*In August 2021, Health Net's\* new brand is launching. You can still count on us to deliver the same quality services you depend on.*

## Why are we changing our look?

To say **Health Net is everything you love – and more!**

The combination of our name and a fresh creative design builds on 40 years of brand strength. Also, the new look aligns us closer to the Centene family of companies, boosting our ability to put our providers and business partners at the center of what we do.

## A new look does *not* mean a new name

Rest easy – we remain committed to all Californians with a selection of *Coverage for Every Stage of Life™*.

- Our new look signals more and better. Nothing is going away.
- All member and provider materials with the previous brand continue to be valid.

### What's staying the same?

- Our Health Net name
- Your existing provider contract with Health Net
- Photography colors

### What's changing?

- Logo
- Color palette



## Here's a peek at the new logo!

We are changing our logo from teal to include a rainbow of colors. The new logo is more vibrant and unique, embracing our commitment to diversity, inclusion, access to quality care and more.

Old:



New:



(continued)

## HOW TO REQUEST HEALTH NET LOGO

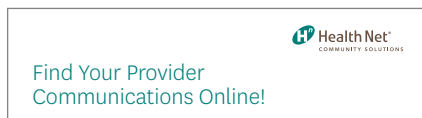
Provider partners who need a copy of the new Health Net logo for use on their materials can contact the Health Net Provider Communications Department at [provider.communications@healthnet.com](mailto:provider.communications@healthnet.com).

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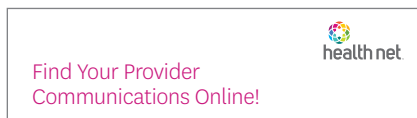
## Teal is great, but we think raspberry is more upbeat!

Look for new print materials in a bright and lively raspberry. It's a cheerful and simple color that helps support a uniform look for provider and member materials.

Old:



New:



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## We will continue to use color photography

We will continue to communicate our message and stories with color photographs that are refreshingly simple.

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## Rebranding of provider portals

- **provider.healthnet.com** – Your pre-login website. In early August, the new brand will go live. Nothing else changes. All functions remain the same.
- **provider.healthnetcalifornia.com** – Your post-login portal. The new brand will come to life later in 2021. You will receive more information about this launch as we get closer.<sup>1</sup>

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## Download a color copy of this flyer!

1. Go to [providerlibrary.healthnetcalifornia.com](http://providerlibrary.healthnetcalifornia.com).
2. Select the Cal MediConnect line of business.
3. Select *Education, Training and Other Materials*, then *Health Net is Getting a New Look* (under “H”).



## Questions?

If you have questions regarding our new brand, contact the Health Net Provider Services Center by county within 60 days at:

**Cal MediConnect – Los Angeles County**

855-464-3571

[provider\\_services@healthnet.com](mailto:provider_services@healthnet.com)

**Cal MediConnect – San Diego County**

855-464-3572

[provider\\_services@healthnet.com](mailto:provider_services@healthnet.com)

<sup>1</sup>Post-log in content is migrating from [provider.healthnet.com](http://provider.healthnet.com) to [provider.healthnetcalifornia.com](http://provider.healthnetcalifornia.com) for Cal MediConnect providers in the near future. Providers will be notified of the migration completion under a separate notice.

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