

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.*

For the Prison Health Care Provider Network (PHCPN), you may notice the branding changes described in this flyer in the online Provider Library, as well as on the provider portal. But rest assured, there are no other changes for PHCPN – everything will function the same as it does today.

Why is Health Net changing its look?

To say **we are 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 – Health Net remains 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 provider materials with the previous brand continue to be valid.

What's staying the same?

- Health Net name
- Your existing provider contract with PHCPN
- PHCPN logo
- Photography colors

What's changing?

- Logo
- Color palette



Here's a peek at Health Net's 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:

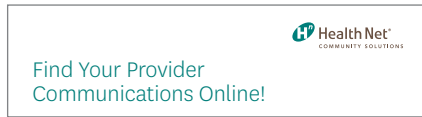


(continued)

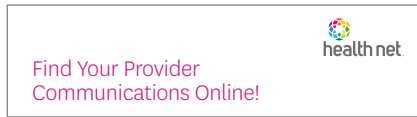
Teal is great, but we think **raspberry** is more upbeat!

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

Old:



New:



We will continue to use color photography

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

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.
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Download a color copy of this flyer!

1. Go to **providerlibrary.healthnetcalifornia.com**.
2. Select *Prison Health Care Provider Network* under line of business.
3. Select *Education, Training and Other Materials*, then *Health Net is Getting a New Look*.



Questions?

If you have questions regarding our new brand, contact the PHCPN Provider Services Center by email at **prisonnetworksupport@healthnet.com** within **60 days** or by telephone at **877-899-0561**.

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