

2012 UnitedHealthcare Medicare Advantage Plans Name Changes

Frequently Asked Questions (FAQs)

Background: UnitedHealth Group is aligning its health benefit businesses – commercial, Medicare and Medicaid - to support a single national benefits brand that people can recognize and turn to for health care benefits at all stages of life.

Our objective is to support our focused efforts to deliver a consistent, positive experience for our members, while recognizing the importance of clear identification and ease of processing claims. We are working to facilitate a simpler, more efficient relationship with you and our members by changing the names of UnitedHealthcare’s Medicare Advantage plans including products that carry the SecureHorizons®, AARP® MedicareComplete® from SecureHorizons, and Evercare® names.(Please see summary below.) These changes are effective Jan. 1, 2012 and we have released communications to plan members to support a smooth transition. In addition, you have likely seen our new names in local advertisements.

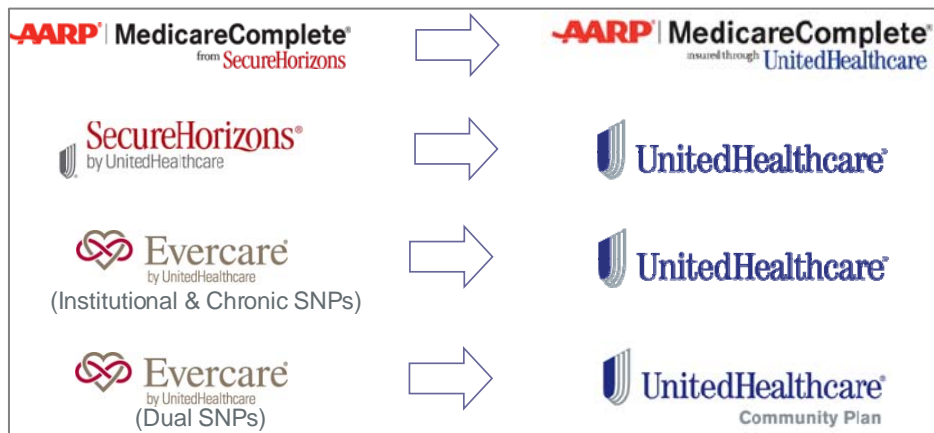
Purpose: This more detailed FAQ is based on a communication sent to you in September to assist in answering questions regarding the rebranding of the UnitedHealthcare Medicare Advantage plans and products.

Note: This document has been sent to our entire provider community. However, some of the information in this document only pertains to a subset of states and may not be applicable for your particular state.

- Benefit Plans referred to as UnitedHealthcare West (formerly PacifiCare) are marketed in AZ, CA, CO, NV, OR, TX and WA
- Benefit Plans referred to as UnitedHealthcare/Oxford are marketed in CT, NJ and NY

1. Which UnitedHealthcare Medicare Advantage plans brands are changing and what are they changing to?

The image below outlines the UnitedHealthcare Medicare Advantage plans brands with the logos that are changing.



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2. When do these changes take effect?

The UnitedHealthcare Medicare Advantage plan brand changes are for the 2012 benefit plan year. For members this means that they are effective Jan.1, 2012. However, members received their 2012 Annual Notice of Change (ANOC) reflecting the new branding in September and marketing of the 2012 rebranded plans began Oct.1, 2011.

3. Why is UnitedHealthcare making this change?

The brand changes are part of a broader effort to align all of our benefits business behind the UnitedHealthcare brand. This change to a more unified brand will make it simpler for consumers, health care providers, brokers, government agencies and others to work with us. This is consistent with how we rebranded our Medicaid business to the UnitedHealthcare Community Plan brand earlier in 2011.

4. When will the public/members be notified about the brand changes?

Public advertising in many UnitedHealthcare Medicare Advantage plans markets began in mid-August. Members were also notified in September when they received their Annual Notice of Change (ANOC). We are now providing additional member communication throughout the end of the year. Marketing and advertising is now reflecting the new branding during the current Annual Election Period (AEP).

5. Are the rates of my contract changing?

No, the branding changes have no impact on your contract with us or on the rates we pay under that contract for the services you provide.

6. Are the members' Medicare Advantage benefit plans changing?

No, please note that your patients' 2011 health plan benefits aren't changing during 2011, and per the usual cycle for Medicare Advantage plans, we will communicate any changes to 2012 health plan benefits to you and the members affected in the same manner as we do every year.

7. Will the brand change impact our AARP branded products?

We will continue to market our AARP Medicare Supplement, AARP Medicare Rx and AARP MedicareComplete products under those names. The only change will be from:

AARP MedicareComplete **from SecureHorizons**
to
AARP MedicareComplete **insured through UnitedHealthcare.**

8. Does this mean the SecureHorizons and Evercare brands will be gone completely from the marketplace?

Yes, when it comes to our Medicare product's branding. But SecureHorizons and Evercare will still be used in certain other ways which are explained in the following bullets:

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- For certain key markets (California, Colorado, Oklahoma and Texas) the name **SecureHorizons** will be incorporated into the AARP MedicareComplete plan name, but the plans will use the **“insured through UnitedHealthcare”** branding.
- The **Evercare** brand will continue to be used by skilled nurses who serve members of the UnitedHealthcare Nursing Home Plans, but will no longer be used to refer to particular benefit plans.
- In Arizona, Evercare Select®, a long-term care health plan will not change its name until Apr. 11, 2012. The provider website evercareselect.com will not change to uhcommunityplan.com until Apr.1, 2012 as well.

9. What are the brand changes to specific products?













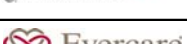
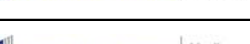

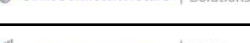

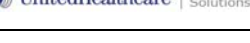
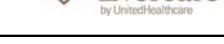











There are two charts listed below that provide further details regarding the brand change.

A. 2012 UnitedHealthcare Medicare Advantage Product / Logo Brand Change Summary

This summary describes the specific product brand changes that will take place on Jan. 1, 2012.

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Products Changing Name and Logo

2012 UnitedHealthcare Medicare Advantage Product / Logo Change Summary				
Product Type	2011 Product Family Name	2011 ID Card Logo	2012 Product Family Name	2012 ID Card Logo
Individual Medicare Advantage (HMO, POS, PPO)	AARP MedicareComplete from SecureHorizons		AARP MedicareComplete insured through UnitedHealthcare	
Group Medicare Advantage	AARP MedicareComplete Retiree Plan		UnitedHealthcare Group Medicare Advantage	
Group Medicare Advantage	SecureHorizons MedicareComplete Retiree Plan		UnitedHealthcare Group Medicare Advantage	
Individual Medicare Advantage (HMO, POS, PPO)	SecureHorizons MedicareComplete		UnitedHealthcare MedicareComplete	
Individual Medicare Advantage (PFFS)	SecureHorizons MedicareDirect		UnitedHealthcare MedicareDirect	
Individual Medicare Supplement	SecureHorizons Medicare Supplement		UnitedHealthcare Medicare Supplement	
Chronic SNP	Evercare Plan MH		UnitedHealthcare Chronic Complete	
Institutional SNP	Evercare (Plan IH, IP, IH-POS)		UnitedHealthcare Nursing Home Plan	
Dual SNP	Evercare (Plan DH, DP, DH-POS, RDP)		UnitedHealthcare Dual Complete	
Individual Medicare Advantage (HMO, POS, PPO)	UnitedHealthcare MedicareComplete		UnitedHealthcare MedicareComplete	
Group Medicare Advantage (PPO)	UnitedHealthcare Group Medicare Advantage		UnitedHealthcare Group Medicare Advantage	
State-specific Dual Special Needs Plans				
Dual SNP (Massachusetts)	Evercare Senior Care Options		UnitedHealthcare Senior Care Options	
Dual SNP (Alabama)	SecureHorizons MedicareComplete		UnitedHealthcare Dual Complete	
Dual SNP (Arizona)	UnitedHealthcare Dual Complete		UnitedHealthcare Dual Complete	
Dual SNP (Michigan)	UnitedHealthcare Dual Complete		UnitedHealthcare Dual Complete	

B. 2012 UnitedHealthcare Medicare Advantage Products / Logo Summary- Products NOT Changing Name and Logo

This summary provides details about the specific product brands with detail that will not be changed on Jan. 1, 2012.

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Products NOT Changing Name and Logo

2012 UnitedHealthcare Medicare Advantage Product / Logo Summary - Products NOT changing Name or Logo				
Product Type	2011 Product Family Name	2011 ID Card Logo	2012 Product Family Name	2012 ID Card Logo
Dual SNP	UnitedHealthcare Dual Complete		UnitedHealthcare Dual Complete	
Individual Medicare Advantage (HMO)	Erickson Advantage		Erickson Advantage	
Medicare Supplement	AARP Medicare Supplement insured through UnitedHealthcare Insurance Company		AARP Medicare Supplement insured through UnitedHealthcare Insurance Company	
Part D - Prescription Drug Plan (PDP)	AARP MedicareRx insured through UnitedHealthcare		AARP MedicareRx insured through UnitedHealthcare	

Member ID Cards

10. How can I tell that this is a UnitedHealthcare product?

At the top of the card you will be able to identify that this is a UnitedHealthcare product by looking at the logo at the top of the card. Regardless of the plan name the term 'UnitedHealthcare' will appear somewhere in the logo.

11. How will I be able to tell that this is a Medicare Product?

On the middle of the back of the ID card the term 'Medicare Solutions' or 'Medicare Community Plan' will be printed.

12. How will I know which rules, rates and protocols to apply?

To the right of the Medicare Solutions or Medicare Community Plan term mentioned above, an identifier will be used. See grid below as to which administrative guide to reference:

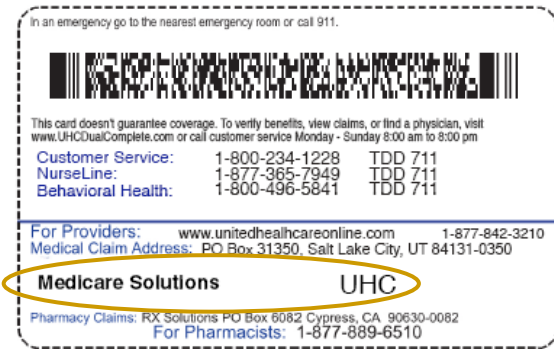
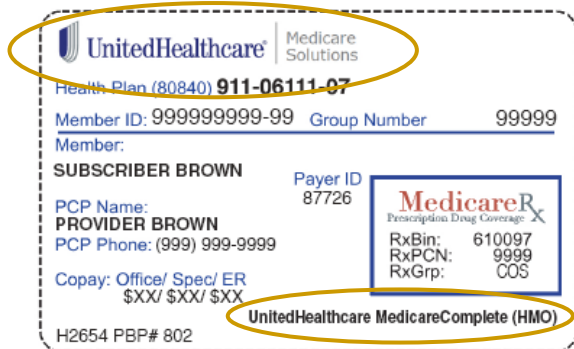
Product Line	Indicator	Administrative Guide	Applicable States
UnitedHealthcare	UHC	UHC Physician, Health Care Professional, Facility and Ancillary Provider 2012 Administrative Guide	ALL
UnitedHealthcare West (formerly PacifiCare)	WEST	UnitedHealthcare West Capitated Guide for Commercial and Medicare Advantage or UnitedHealthcare West Supplement (Contained in the UHC Physician, Health Care Professional, Facility and Ancillary Provider 2012 Administrative Guide)	AZ, CA, CO, NV, OK, OR, TX, WA
UnitedHealthcare Community Plan	CP	UnitedHealthcare Community Plan, Provider Administrative Manual	AZ, MI, NJ, NY, PA, TN, WI
	UHC	UHC Physician, Health Care Professional, Facility and Ancillary Provider 2012 Administrative Guide	AL, CO, CT, DC, FL, GA, HI, IA, IL, IN, MO, NC, NE, NM, NY, OH, TX, WA, WI
	WEST	UnitedHealthcare West Capitated Guide for Commercial and Medicare Advantage or UnitedHealthcare West Supplement (Contained in the UHC Physician, Health Care Professional, Facility and Ancillary Provider 2012 Administrative Guide)	AZ, CA, TX
UnitedHealthcare/Oxford	OXH	Oxford Medicare Supplement (Contained in the UHC Physician, Health Care Professional, Facility and Ancillary Provider 2012 Administrative Guide)	NY, NJ, CT

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13. What will the member ID cards look like? What information is changing on the cards?

Please see the images of the new Medicare member health care ID cards below:

Sample ID card: UnitedHealthcare MedicareComplete (formerly SecureHorizons branded)

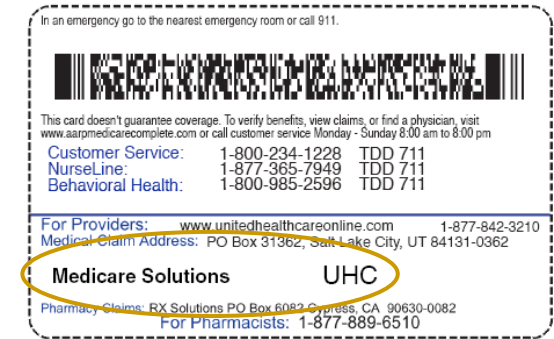
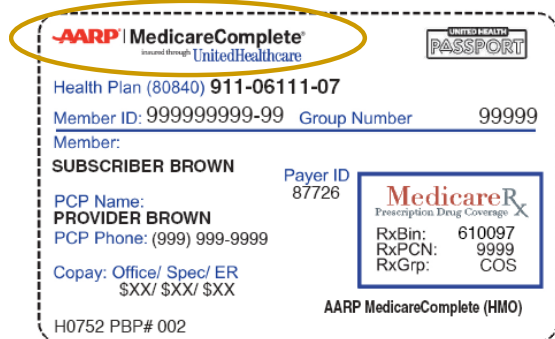


Changes include:

- Logo on the top of the front of the card
- The product name on the bottom front of the card
- The term 'Medicare Solutions' on the back of the card
- The identifier on the back of the ID card

Note: The identifier may be different depending upon the line of business.

Sample ID card: AARP MedicareComplete



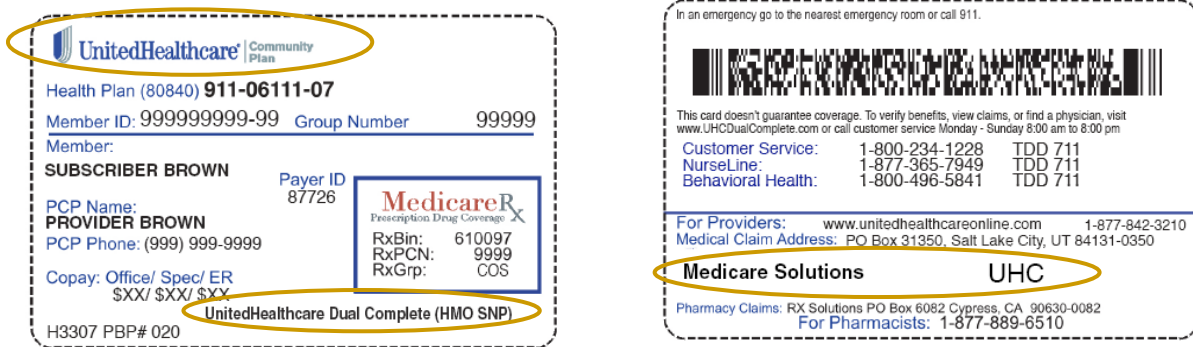
Changes include:

- Logo on the top of the front of the card
- The term 'Medicare Solutions' on the back of the card
- The identifier on the back of the card

Note: The identifier may be different depending upon the line of business.

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Sample ID card: UnitedHealthcare Dual Complete Special Needs Plan (formerly Evercare branded)



Changes include:

- Logo on the top of the front of the card
- The product name on the bottom front of the card
- The term ‘Medicare Solutions’ or ‘Medicare Community Plan’ on the back of the card
- The identifier on the back of the card

Note: The identifier may be different depending upon the line of business.

14. Why does the Medicare Dual Special Needs Plan ID card have the UnitedHealthcare Community Plan logo on the front of the card instead of the UnitedHealthcare Medicare Solutions logo?

The Dual Special Needs Plan (SNP) is designed to cover members who are eligible for both Medicare and Medicaid. Although this is a Medicare Advantage plan, we have chosen to use the ‘Community Plan’ as the logo on the front of the card so that it is aligned with the branding for our Medicaid business.

It is important to note that the plan is administered by different UnitedHealthcare entities depending upon the state. In order to ensure that you are using the correct rates and rules, it is critical that you use the indicator on the back of the card. This will direct you to the proper administrative guide. (See the grid describing the identifiers above)

Administrative Information

15. Will I still use the same websites / URL’s to access information about Medicare members and products?

There are some changes to the provider website URL addresses **depending upon the product line**. All of your provider functions can be addressed by the websites on the grid below. Always check the back of the member ID card to assure that you are using the correct website.

Medicare Product Line	Indicator	Website
UnitedHealthcare	UHC	unitedhealthcareonline.com
UnitedHealthcare West (formerly Pacificare)	WEST	uhcwest.com

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UnitedHealthcare Community Plan	CP	uhccomunityplan.com
UnitedHealthcare Oxford	OXH	unitedhealthcareonline.com

16. Can I use the same login information on the provider websites?

Yes, you can continue to use current login information with one exception regarding UnitedHealthcare/Oxford providers currently using OxfordHealth.com.

On Jan. 1, 2012, when OxfordHealth.com is migrated to unitedhealthcare.com, users who are not already registered with UHC will have to register on unitedhealthcareonline.com.

17. How will my provider manual / administrative guide change?

The 2012 UHC Physician, Health Care Professional, Facility, and Ancillary Provider Administrative Guide will be updated with the new brand names and released on our normal annual schedule: released late in 2011, with an effective date of January 1 for providers new to our network and April 1 for currently-participating providers.

Note: This administrative guide contains supplements for some of UnitedHealthcare’s affiliate businesses including UnitedHealthcare WEST (formerly PacifiCare) and UnitedHealthcare/Oxford.

18. Will I need to do anything differently when I submit claims?

No. You will continue to use the same process as you do today by sending claims to the claim submission address on the back of the ID card. For electronic submission, you will continue to use the payer ID number on the front of the ID card.

Note: The customer service number on the UnitedHealthcare/Oxford cards are changing as a result of our internal system migrations. This new number will be reflected on the back of the member ID card.

19. Will I call a different phone number when I need to reach customer service?

Your customer service phone number will not change. Continue using the phone number listed on the back of the member’s health care ID card. We will, however, answer the phone as UnitedHealthcare after Jan. 1, 2012.

Note: There is an exception involving UnitedHealthcare/Oxford. The customer service number is changing as a result of our internal migrations/consolidations and will be reflected on the back of the member ID card.

20. How will rebranding affect the reports, letters and other documents I receive for UnitedHealthcare business?

Reports or letters that are specific to Medicare business will display the UnitedHealthcare Medicare Solutions logo. Some reports that are system generated or that apply to multiple business segments (Medicare, Medicaid and/or Commercial) will likely just have the UnitedHealthcare logo.

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21. Where do I go to get rebranded forms or collateral?

If you have a form that displays a SecureHorizons, AARP MedicareComplete from SecureHorizons or Evercare logo, please contact your Physician advocate to receive the appropriate logo for updating your documents.

Questions specific to UnitedHealthcare West (formerly PacifiCare)

22. What will a legacy PacifiCare/SecureHorizons Medicare ID card look like? How will I distinguish between: legacy PacifiCare/SecureHorizons Medicare and a UnitedHealthcare Medicare plan?

Please see the images of the new Medicare member health care ID cards below:

Sample ID card: legacy PacifiCare/SecureHorizons Medicare plan



This rebranded card is nearly the same as the UnitedHealthcare Medicare ID card sample displayed earlier. The one exception is the identifier on the back of the card. “UHC” is used in the case of a UnitedHealthcare Medicare plan and “WEST” is used in the case of a legacy PacifiCare/SecureHorizons Medicare plan.

Note: The same distinction can be made on the AARP MedicareComplete and Community Plan ID Dual Special Needs cards.

23. How can I tell the difference between a legacy PacifiCare/SecureHorizons Medicare Card and a legacy PacifiCare Commercial card?

The legacy PacifiCare Medicare card will display a different logo using the term ‘Medicare Solutions’ to the right of the UnitedHealthcare logo. The legacy PacifiCare Commercial card will display the product name, such as ‘SignatureValue’ to the right of the UnitedHealthcare logo.

Additionally, the term ‘Medicare Solutions’ will be located on the back of the Medicare ID card.

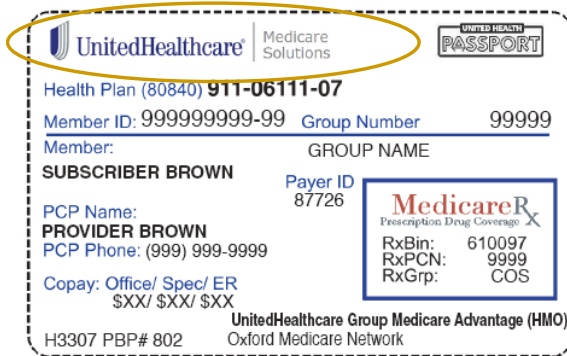
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Questions specific to Oxford

24. What will an Oxford Medicare ID card look like? How will I distinguish between: Oxford Medicare and a UnitedHealthcare Medicare plan?

Please see the images of the new Medicare member health care ID cards below:

Sample ID card: legacy Oxford Medicare



This rebranded card is nearly the same as the UnitedHealthcare Medicare ID card sample displayed earlier. The exceptions are:

- The identifier on the back of the card. “UHC” is used in the case of a UnitedHealthcare Medicare plan and ‘OXH’ is used in the case of a legacy Oxford Medicare plan.
- The term ‘Oxford Medicare Network’ is used under the product name on the front of the card.

Note: The same distinction can be made on any of the Oxford Medicare product ID cards.

25. How can I tell the difference between an Oxford Medicare Card and an Oxford Commercial card?

The Oxford Medicare card will display a different logo using the term ‘Medicare Solutions’ to the right of the UnitedHealthcare logo. The Oxford Commercial card will display the ‘Oxford’ modifier underneath the UnitedHealthcare logo.

Additionally:

- The term ‘Medicare Solutions’ will be located on the back of the Medicare ID card.
- The term ‘Oxford Medicare Network’ will be displayed underneath the product name on the front of the card.

26. How will I find out more about this branding change?

You can find out more about the branding changes through the UnitedHealthcare Network Bulletin and updates on the secure provider website. Additionally, you may be contacted directly by a member of our Provider Relations team who will explain more about the branding transition.

If you have any questions or concerns about the name change or related branding changes, please don’t hesitate to call us at 888-866-8296 or contact your local Physician or Hospital & Facility Advocate.

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