Oxford Logo Change
Frequently Asked Questions (External)

Question 1: Why is the Oxford logo changing?
Answer: We are changing to a single brand, UnitedHealthcare, across all our benefits businesses. Our goal is to build a brand that consumers can turn to for health care benefits no matter where they live, no matter what their age, and no matter what type of product they need. A single UnitedHealthcare brand will make it easier to do business with our company.

All UnitedHealthcare logos are being refreshed to be consistent with the UnitedHealthcare master brand. We recognize the importance of, and affinity for, the Oxford name in the tri-state area; therefore Oxford will remain a modifier under the UnitedHealthcare master brand logo, as illustrated below:

Question 2: Are the legal entity names changing?
Answer: No, the legal entity names are not changing.

Question 3: Is the brand/product name changing?
Answer: Oxford will continue to be a product name in the Northeast, both as our exclusive commercial offering for small businesses in Connecticut, New Jersey and New York, and part of our product offerings to larger employer groups. You will see the company referred to as both “Oxford” and “UnitedHealthcare/Oxford.”

Question 4: Will the claims submission process change?
Answer: No, you will continue to follow the same process you do today.

Question 5: Will the customer service number change?
Answer: No, you will continue to follow the same process you do today (calling the number on the back of the patient’s ID card).

Question 6: Will the URL be changing?
Answer: No. The oxfordhealth.com URL remains and will continue to be displayed on patient ID cards.

Question 7: Are the rates of my current contract changing?
Answer: No. There are no changes to the managed care plans, including your provider contract and copayments, and no changes in benefits to patients until their regularly scheduled renewal date.

Question 8: Will my provider manual, or other protocols and reimbursement policies be changing?
Answer: The content of the provider manual, other protocols and reimbursement policies will not be changing, but the new logo will be on the cover of the provider manual.

Question 9: How will patients be informed of the change?
Answer: Because this is a standard logo change with no business impact, there will be no formal communication announcing the logo change to patients. Patients will start seeing the new logo used in typical communication channels (i.e., mail, email and online postings) beginning June 1.
**Question 10: Where will I see the new logo?**

**Answer:** Beginning June 1, you will see updated logos on checks, Provider Remittance Advices, Explanations of Benefits (EOBs) and material printed on UnitedHealthcare/Oxford letterhead. You will also start seeing the new logo on patient identification (ID) cards beginning June 1.

Note: Logos on patient ID cards will be refreshed incrementally. Please refer to question 12, below, for more information.

**Question 11: What will the new patient ID cards look like? What information is changing?**

**Answer:** The new ID cards will reflect the new logo at the top of the ID card and Oxford will be noted in several prominent locations as highlighted below:

![Sample ID Card Image]

Note: Sample cards illustrate logo placement only; the text on the actual ID card will vary depending on the patient’s benefit plan design.

**Question 12: When will patients receive new ID Cards?**

**Answer:** Patients will begin receiving ID cards with the new logo beginning June 1, 2011. Note: Logos on patient ID cards will be refreshed incrementally; patients will receive cards with the new logo when they would normally receive a new card (i.e., upon enrollment or name change, replacements for lost cards, or their employer renews with plan changes necessitating the issuance of new cards). You will continue to see both logos on ID cards until they are all reissued.

**Question 13: Why isn’t the logo changing everywhere?**

**Answer:** Logo changes on certain system-generated forms, websites and electronic applications will be implemented over time as updates and modifications proceed, so the new logos will appear on some forms before others. Most printed material will be updated with the new logo as existing supplies are depleted and reprints are required.

**Question 14: When will all the logos be updated?**

**Answer:** We anticipate the logo transition will be complete across all communication vehicles, including the website, by 2012.

**Question 15: How can I find out more about this branding change?**

**Answer:** You can find out more about the branding changes through the Network Bulletin and updates on oxfordhealth.com. You can also contact your local Provider Relations representative, who may also contact you directly to discuss these changes.

If you have any questions or concerns about the logo change or related branding changes, please call Provider Customer Service at 800-666-1353 or contact your physician advocate.