

Wellcare Brand Migration

Frequently Asked Questions



PROVIDER

Q. Who is Wellcare?

A. Wellcare is the Medicare brand working to take the nonsense out of health insurance; making plans a little easier, less challenging, and less frustrating for members while still offering a range of Medicare plans to provide members with affordable access to providers like you.

Q. Which Medicare brands will become Wellcare?

A. Health Net and Trillium Advantage.

Q. Will the other brand names just disappear?

A. No. In some states, you will continue to see a few of these brands in other lines of business, such as Medicaid and Commercial.

Q. When will the change take place?

A. The rebrand launched publicly in August 2021, and it will go into effect for the 2022 plan year for both Medicare Advantage and Part D plans.

Q. What does this brand migration mean for providers like me?

A. This is simply a change in our company's branding – not in our unwavering commitment to serve our members or our work with providers. We remain committed to improving the health and well-being of our members.

Your patients' coverage, benefits and ID card will not change for the 2021 plan year.

We will be looking for all opportunities to make your experience with us even better.

Q. What will happen in markets that have a very strong Health Net/Trillium Advantage presence?

A. In select markets, you will see a bridging strategy implemented. Current members of Health Net and Trillium Advantage will receive certain communications (such as their ID card) featuring a bridging approach that incorporates both brand logos. These communications will appear as "Wellcare by Health Net" or "Wellcare by Trillium Advantage."

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Q. How long will the bridging strategy be in place?

A. The bridging strategy will be in place during plan year 2022.

Q. Will the Medicare product names change?

A. Yes. Wellcare's Medicare product offerings for the 2022 plan year will have simplified, more descriptive naming conventions.

Q. How does this rebrand impact my patients and their plan benefits? Am I encouraged to speak with patients about this change?

A. Your relationship and communications with your patients will not change. Members are encouraged to call Member Services — as they would — any time they have questions regarding our plans.

2021 Medicare benefits are unaffected by this brand migration. The Medicare Annual Enrollment Period for 2022 is October 15, 2021 – December 7, 2021, with a January 1, 2022 effective date. Wellcare is the Medicare brand that takes the nonsense out of health insurance. It's the new face of most Medicare insurance brands provided by Centene. Wellcare offers a range of Medicare plans to provide members with affordable access to providers like you.

Q. Will there be any changes to administrative processes such as the claims processing system?

A. There will be no operational or business integration changes for 2022.

Q. When will members receive new ID cards?

A. Medicare Advantage plan members will receive newly branded ID cards later this year for the 2022 plan year.

Prescription Drug Plan members will only receive a new ID card if the information on their current card changes.