

February 22, 2024

Effective January 1, 2024, the consolidation of our specialty companies, **National Imaging Associates, Inc.** to become **Evolent Specialty Services, Inc. (Evolent)** is complete. Evolent delivers proven clinical and administrative solutions that improve whole-person health while making healthcare simpler and more affordable. Together, we're focusing on a strategic, innovative roadmap to manage complex conditions holistically over the long term. This consolidation represents another step forward in Evolent's journey to become the national leader in value-based specialty care and enables us to deliver better health outcomes to you, your members and your providers.

#### **Why we are reaching out:**

As part of this consolidation, we are rebranding Utilization Management (UM) correspondence from the legacy NIA branding to our new Evolent branding.

#### **What does this mean?**

We must remove references to NIA and replace them with Evolent's new branding throughout UM letters. Your UM letters, sent by Evolent on your behalf, require a change.

#### **What is changing?**

Evolent is undertaking an audit of our full inventory of UM letters to complete the following:

- Remove "NIA" from all letters
- Replace "NIA" with Evolent
- Replace "NIA" logos with new Evolent logo
- If present, any subsidiary language is removed
- **If applicable, Medicare return mail address will change to the Health Plan's return mail address\***
- Any references to a Newcenturyhealth.com email address will be moved to an Evolent.com email address

#### **What is not changing:**

- Phone and fax numbers
- Customer logos, branding, contact information in letters
- Content of the letters

#### **How will this be completed?**

Evolent will begin audit and revision of letters on Monday, 2/12/2024. You will receive redlined copies of your letters, outlining the branding changes necessary to comply with Evolent's new branding guidelines. You will be provided with a communication of the changes, calling out any nuances for your specific letters and providing a two (2) week timeline for your return of the documents to Evolent. The Evolent Correspondence team will identify the letters that may require additional review or approval by a regulator prior to moving changes to production and coordinate the submission of these letters to the appropriate regulators through Evolent Compliance.

In coordination with the Evolent Partner Operations and Account Management teams, we will reach out to you if there are any concerns from a regulatory standpoint and customize a project plan as needed. If there are no concerns from a regulatory standpoint, Evolent will proceed with the noted changes and provide final copies of your letters to you once in production, with confirmation of the production date of the changes.

#### **What you need to do:**

Stay in communication with your Account Management team member(s) for updates, additional information, and any questions you may have. Review the documents and communication of changes when provided by Evolent. Provide any questions or feedback to Evolent expeditiously so that we can move forward after the two (2) week review period with production changes and/or filing with appropriate state regulatory entities.

There is no additional action that you need to take at this time.

**\*Additional communication forthcoming on procedural changes regarding Medicare returned mail.**