

## We're changing our trade name

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Blue Cross and Blue Shield of Georgia, Inc. and Blue Cross Blue Shield Healthcare Plan of Georgia, Inc. (collectively "BCBSGa") would like to make you aware of an important change. Effective January 1, 2019 we will be changing our trade name to **Anthem Blue Cross and Blue Shield (Anthem)**, a trusted name that symbolizes quality for millions of consumers across the country. The new name will provide a recognizable brand identity for new, innovative programs, services and tools for existing and new consumers, and assist the market in the simplification of understanding our networks.

While our trade name and logo will change on January 1, 2019, almost everything else will stay the same. The trade name and logo change will be a seamless transition for our providers and hospitals as there will be no change to benefits or provider networks. You will continue to use the same provider IDs, contacts and claims filing processes you're familiar with. Our members will continue to use the same doctors and hospitals and have access to the same programs and services.

**Georgia is still home** Our local headquarters will remain in Buckhead, Atlanta under the leadership of Jeff Fusile, our Plan President. Our provider engagement, underwriting, operations and sales teams will still be here, too. Our Anthem Technology Center in downtown Atlanta will support business functions across our entire company, and our parent company's largest customer service center is located in Columbus, Georgia.

### Looking ahead

Starting January 1, 2019, you'll find us on the web at [anthem.com](http://anthem.com). We've given more than 80 years of dedicated service to our Georgia members. That's not going to change. In 2019, we'll carry on that same proud legacy — except we'll do it as Anthem Blue Cross and Blue Shield.

**URL:** <https://providernews.anthem.com/georgia/article/were-changing-our-trade-name-1>

**Featured In:**

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Anthem Blue Cross and Blue Shield is the trade name of: In Colorado Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc. In Connecticut: Anthem Health Plans, Inc. In Georgia: Blue Cross Blue Shield Healthcare Plan of Georgia, Inc.

In Indiana: Anthem Insurance Companies, Inc. In Kentucky: Anthem Health Plans of Kentucky, Inc. In Maine: Anthem Health Plans of Maine, Inc. In Missouri (excluding 30 counties in the Kansas City area): RightCHOICE® Managed Care, Inc. (RIT), Healthy Alliance® Life Insurance Company (HALIC), and HMO Missouri, Inc. RIT and certain affiliates administer non-HMO benefits underwritten by HALIC and HMO benefits underwritten by HMO Missouri, Inc. RIT and certain affiliates only provide administrative services for self-funded plans and do not underwrite benefits. In Nevada: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc. dba HMO Nevada. In New Hampshire: Anthem Health Plans of New Hampshire, Inc. HMO plans are administered by Anthem Health Plans of New Hampshire, Inc. and underwritten by Matthew Thornton Health Plan, Inc. In Ohio: Community Insurance Company. In Virginia: Anthem Health Plans of Virginia, Inc. trades as Anthem Blue Cross and Blue Shield in Virginia, and its service area is all of Virginia except for the City of Fairfax, the Town of Vienna, and the area east of State Route 123. In Wisconsin: Blue Cross Blue Shield of Wisconsin (BCBSWI), which underwrites or administers the PPO and indemnity policies and underwrites the out of network benefits in POS policies offered by CompCare or WCIC; CompCare Health Services Insurance Corporation (CompCare) underwrites or administers the HMO policies and Wisconsin Collaborative Insurance Company (WCIC) underwrites or administers Well Priority HMO or POS policies. Independent licensees of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association. Use of the Anthem websites constitutes your agreement with our Terms of Use.

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