



State of New Jersey
Department of Human Services
Division of Medical Assistance & Health Services

NEWSLETTER

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TO: All Providers – For Action
Health Maintenance Organizations - For Information Only

SUBJECT: AmeriChoice of New Jersey, Inc. Rebranding

EFFECTIVE: January 1, 2011

PURPOSE: To notify all providers that AmeriChoice of New Jersey, Inc. (AmeriChoice) will rebrand the company under the name UnitedHealthcare Community Plan effective January 1, 2011.

BACKGROUND: On October 13, 2010, AmeriChoice submitted a formal request to the New Jersey Division of Revenue to register an alternate name. AmeriChoice filed with the New Jersey Division of Revenue to “do business as (DBA)” UnitedHealthcare Community Plan in New Jersey. On November 3, 2010, AmeriChoice received confirmation from the New Jersey Division of Revenue that the alternate name was filed on October 15, 2010 and was processed on October 18, 2010. At this time, AmeriChoice is not legally changing its name.

UnitedHealthcare Community Plan will be the name that all AmeriChoice health plans will use nationally. For New Jersey, the change will go into effect on January 1, 2011.

ACTION: AmeriChoice is implementing a comprehensive program over the next several months to include members, health care providers, community based organizations, social service agencies and other partners to communicate the name change. AmeriChoice will use UnitedHealthcare Community Plan as its name, brand and logo in customer, provider and consumer facing materials.

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