

Rebranding information

REGARDING KAISER PERMANENTE'S ACQUISITION OF GROUP HEALTH

Overview

Kaiser Permanente's acquisition of Group Health Cooperative and its subsidiaries became final on Feb. 1, 2017. This means that Group Health is now a part of Kaiser Permanente and our members are now part of Kaiser Permanente's eighth and newest geographical service region in the United States.

We value our relationship with you and want to make sure you're as informed as possible about the transition. You have a key role in our rebranding efforts; this information will help you prepare for the upcoming brand changes.

Name changes

On March 6, as part of the external brand launch in the state of Washington, the Kaiser Permanente name, brand, and logo will appear in medical centers, on member identification cards, on public websites, and more.

All Group Health names will need to be changed to the appropriate Kaiser Permanente names.

- **Group Health** will change to **Kaiser Permanente**
- **Group Health Cooperative** will change to **Kaiser Foundation Health Plan of Washington**
- **Group Health Options, Inc.** will change to **Kaiser Foundation Health Plan of Washington Options, Inc.**
- **Group Health Physicians** will change to **Washington Permanente Medical Group**

Logo changes

All Group Health logos will need to be changed to the appropriate Kaiser Permanente logos. If a Group Health logo appears in any printed or digital materials that you've created, please reference the Logo Use Guidelines and logos provided as part of the Toolkit email you received. The Logo Use Guidelines provide specifics about appropriate use and placement of the Kaiser Permanente logo.

Your role

1. Review your internal and external-facing material—both printed and digital—to identify any instance where a Group Health name or logo may need to be replaced.
2. Begin preparing for name and logo changes but **do not release materials with Kaiser Permanente names or logos until the brand launch date, which is March 6, 2017.**
3. Ask us for assistance if your material includes a Group Health name not listed above.
4. Inform us about the changes you're making so we can partner with you to help ensure a smooth transition.