



SANTÉ COMMUNITY
PHYSICIANS

MEMORANDUM

DATE: January 22, 2020

TO: Santé Community Physicians; Medicare Advantage Providers

FROM: Valentine Villaluz, Supervisor, Physician Services and Education

RE: Brand New Day & Bright Health

This communication is for physician practices that are contracted with Santé Community Physicians on the Medicare line of business. Brand New Day has some exciting news to announce, following regulatory approval, Bright Health will acquire Brand New Day's operations. This transaction will bring additional resources and technology for Brand New Day to assist in elevating their health care mission to their members. However, this transaction won't change the way we do business as Brand New Day will continue to lead operations.

Attached are frequently asked questions (FAQs) from Brand New Day for your reference.

If you have any questions, please feel free to contact Santé's Customer Service Department at (559) 228-5410 or Valentine Villaluz at (559) 228-4308.

FAQs

1. **How will the transaction impact members?**

Bright Health and Brand New Day share a commitment to personalized care that enables a strong relationship between patients and their primary care providers. Bright Health will continue to support the unique and complex populations that Brand New Day serves, and all Brand New Day members will continue to receive the same highly local, population-health informed care that they have come to expect from Brand New Day.

2. **What will this transaction mean for employees?**

This transaction will provide Brand New Day with additional resources and technology to accelerate business and development goals. This will support Brand New Day employees as they work together to deliver the best experience possible to all of their members.

3. **How does this transaction fit into Bright Health's overall strategy?**

Bright Health is committed to expanding its innovative consumer-first healthcare technology model to provide affordable value-based care options to members around the country. By working with a local partner who has deep knowledge of the needs of Californians, we will be able to leverage our model to reach even more members across the country.

4. **How does this align with Brand New Day's overall strategy?**

Since 1983, Brand New Day has been committed to improving our members' quality of life through a focus on the role that our members, their families, caregivers, and physicians play in supporting each member's unique healthcare needs. This partnership will help us develop new and improved systems to support our providers and continue to offer better care for members with chronic medical conditions while allowing us to focus on what matters most to us – providing healthcare you can feel good about.

5. **Who will be the leadership of the company going forward?**

Members of the Davis family will continue to contribute their decades of experience in

the California market in their roles as executives of the company.

6. What does this news mean for both companies?

This partnership will provide significant added value for both companies. Through the exportation of Brand New Day's clinical model of care, Bright Health will be able to expand into the California market while working closely with Brand New Day leadership to manage care for local populations and deliver better outcomes. This will create new opportunities for growth and learning, benefitting employees and consumers alike.

7. What is the projected timeline for this transaction?

Bright Health and Brand New Day will work together seeking the required regulatory approvals; we expect to close the deal in the first half of 2020.