Subject: Important Update for Brand New Day Health Plan

Dear Medicare Agent

I hope you’re doing well. I’m reaching out to inform you of a significant update regarding the health plans you offer for your clients currently enrolled in Brand New Day. Starting in 2025, Brand New Day will merge with its sister company and rebrand as Central Health Medicare Plan. While the name and appearance will change, the high level of service and care that members have come to expect will remain the same.

As you prepare for the upcoming Brand New Day Sunset, here’s what you need to know:

- No loss of coverage: There will be no disruption in coverage for your clients currently enrolled in Brand New Day plans.

- Automatic transition: All Brand New Day plans and patients will automatically switch over to Central Health Medicare Plan. There is nothing your clients need to do to maintain their coverage.

- Same network, same care: Your clients will continue to have access to the same Golden Physician Medical Group providers, specialists, and services they trust.

Detailed information on the 2025 plan will be sent to members by the end of September. Central Health Plan is committed to making this transition as smooth as possible, and we are confident this change will provide a seamless experience for both you and your clients.

If you have any questions or need additional information, please feel free to reach out to Paul Hernandez, Executive Director, (619) 733-5192 or Nicolina Alves, Marketing Manager, (951) 226-4623. We are here to support you and your client during this transition.

Thank you for your partnership and continued dedication to our senior patients and Golden Physicians Medical Group.

Sincerely,

Golden Physicians Medical Group, Inc.