



MEMORANDUM

DATE: January 15, 2021

TO: Santé Physicians; Madera County Providers

FROM: Kelly Lilles, Director, Physician Services

RE: Brand New Day Expansion to Madera County

Great News!

Brand New Day (BND) is pleased to announce that they have expanded their service area to Madera County effective January 1, 2021. Brand New Day currently offer five (5) Medicare Advantage products including three (3) Medi-Medi.

Plan Option	Plan Name
Plan 24	Dual Coverage Medi-Medi Plan
Plan 33	Classic Choice Medi-Medi Plan
Plan 37	Classic Care Drug Savings Plan
Plan 39-2	Embrace Care Drug Savings Plan
Plan 40-2	Embrace Choice Medi-Medi Plan

What this means for Primary Care Physicians in Madera County?

- If you have established Medicare Advantage patients, they can now choose one of the Five (5) Brand New Day Medicare Advantage plans.
- There is a significant potential increase of membership available to you as current BND members who are assigned to Primary Care Providers (PCP) outside Madera County can now be reassigned to a Madera County PCP.
- Medicare members who are not a Medicare Advantage members can now utilize Santé Physicians network and choose one of the Madera County PCP.

What this means for Specialty Physicians?

- You will begin seeing referrals of Brand New Day members with Madera County PCPs under Santé Physicians.
- You may see a significant amount of referrals for Madera County residences that are currently assigned to a non-Madera County PCP.

If you have any questions concerning this communication, please contact Santé's Customer Service Department at (559) 228-5410.