

Empire BlueCross BlueShield and Empire BlueCross to Become Anthem Blue Cross and Blue Shield and Anthem Blue Cross

December 28, 2023

Effective January 1, 2024, Empire BlueCross BlueShield and Empire BlueCross will become Anthem Blue Cross and Blue Shield and Anthem Blue Cross. This will take place across Commercial, Medicaid, and Medicare lines of business. There will be no impact to your contract, reimbursement, or level of support.

Why is Empire becoming Anthem?

Empire joined the Anthem family of health plans in 2006. The decision brings together everything that the well-respected, industry-leading Anthem brand has to offer, with the strength and value of the Blue Cross and Blue Shield brand that generations of New Yorkers have come to know and trust. The new name represents the next stage in the company's journey to merge with the national brand, benefiting from combined resources and capabilities of its parent company and affiliates.

How This Impacts Members/Patients and Providers











For you and your patients, the priority is to make this a simple, seamless transition, so patients can continue to use the same doctors and hospitals:

- ⇒ Care provider networks are not changing.
- ⇒ Your patients' plan, coverage, and ID card numbers are not changing. They will be sending out new ID cards this year, and both the new Anthem-branded cards and old Empire-branded cards will be valid.
- ⇒ They will still offer the same quality, affordable health benefits.
- ⇒ They will continue to offer the same programs and services to help your patients take care of their overall health and well-being.
- ⇒ The existing Anthem-branded health plans in their other Blue-licensed markets are not changing and will continue to operate in their current states.

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Below is a chart to summarize the recent and upcoming brand migrations:

	From	Transition Date	To
Parent Company		→ June 2022	
New York In-Market Health Plan	 <small>An Anthem Company</small>  <small>An Anthem Company</small>	→ January 1, 2024	 
Updated Anthem Logo for all Anthem Health-Plan States	 	→ January 1, 2023	 

Reference: Anthem Provider News