



Atlantis Health Plan is now Easy Choice Health Plan of New York

October 28, 2011

## **Our Renewed Commitment to Being a Quality Health Care Provider**

We are pleased to announce that Atlantis Health Plan has been rebranded as **Easy Choice Health Plan of New York** (“**Easy Choice**”). In the coming weeks, all members will receive new member ID cards with the Easy Choice Health Plan logo on it.

A few examples of the recent improvements that accompany this re-branding effort are:

- Contract with North Shore LIJ
- New system for claims processing
- Improved customer service

All changes re-enforce our commitment to offering quality care and service to new and existing clients. Please refer to the attached letter for additional information and please update your website references and documents accordingly.

We are committed to keeping you updated on our progress in this exciting change. Please feel free to visit [www.easychoiceny.com](http://www.easychoiceny.com), our new website, to view the most up-to-date changes or contact Sales Support and Installation Department at 1(866)-747-8422 option 3 and then option 2, if you have any questions. You can also email us at [salesupport@easychoiceny.com](mailto:salesupport@easychoiceny.com).

Sincerely,  
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