

Vision brand update

Frequently asked questions

Overview

UnitedHealthcare is excited to introduce a brand update for its vision networks. For provider communications, we will now begin using a co-branded logo with either March[®] Vision Care and/or Spectera[®]. This change will create a more consistent experience and remove brand confusion. You can expect to see the new co-branding logos on websites, materials and more in the coming months. These changes will seamlessly integrate into our partnership, allowing you to continue to provide services to members without any contractual or business operation changes.

Key points

- Dual brand updates in 2021
- No changes to business operations or Member Services
- New logos and network names on websites, provider materials

Our new look



- **March[®] Vision Network**
- **UnitedHealthcare Community Vision Network**



- **Spectera[®] Vision Network**
- **UnitedHealthcare Vision Network**

Frequently asked questions

What does this brand update mean to me and my practice?

This change will not impact you or your practice on a day-to-day operational basis. You will continue to provide all the same services to UnitedHealthcare members and members of the variety of plans you were working with before the brand update. A new logo and branding will begin to appear on communications and websites in the future.

Will I need to make branding changes to my current practice website?

Yes. Please contact your designated provider relations advocate to request a copy of the co-branded logos.

What are the new network names?

March Vision Network providers will see new references to UnitedHealthcare Community Vision Network. Providers serving the Spectera Vision Network will experience mentions of the UnitedHealthcare Vision Network.

Is my contract to serve members still valid?

Yes. Your contract is still valid with the brand changes, and there is no change with our legal entity names.

Will this change any of my current operational processes?

No. All business operations, including the claims submission process, payment processing and lab orders, will remain the same. Please continue to submit claims online at spectera.com or providers.eyesynergy.com.

Is my day-to-day contact going to change?

No. You can continue to expect high-quality service and support from your designated provider relations advocates. Please contact them with any questions about the co-branding update or our partnership.

March Vision Network

- Go to marchvisioncare.com/ContactMarchVision and select your state for the specific toll-free number

Spectera Vision Network

- Go to spectera.com

What will the website changes mean to my workflow?

You will notice new logos and branding elements on our websites, but much of the functionality will remain the same including your log-in credentials and the ability to access previous information, such as claims, lab orders and more.

Where else will I see the new co-branding used?

The brand update will roll out gradually over the year. Resources to be updated to reflect the co-branding approach in the coming months include:

- Provider Reference Guide for March Vision Network providers
- Network Administration Manual for Spectera Network providers
- Letters and forms
- Educational materials and more