

# Passport Health Plan Unveils New Logo

Dear Provider,

We are delighted to announce an exciting rebranding initiative for Passport Health Plan, starting in November 2011! University Health Care, Inc. will continue to do business as Passport Health Plan, with this new logo:



Over the past several months, there have been many great changes at Passport Health Plan, and this rebranding initiative truly symbolizes our transformation. Now, more than ever, we are focusing on our mission as a provider-sponsored, community based health plan.

It's a new era for Passport, and we're here because of you. Thank you for the care and support you provide your patients and our members every day; I hope that together we can continue to make a difference in their lives.

As always, if you have any questions or concerns about this communication, please feel free to contact your Provider Relations representative or the Provider Relations department at (502) 585-7943.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark B. Carter".

Mark B. Carter  
Chief Executive Officer