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Neighborhood Health Plan Transforming Brand to AllWays Health Partners

New Brand Highlights Innovative, Customer-focused Health Care Approach

August 8, 2018 (SOMERVILLE, MA) – Neighborhood Health Plan (NHP) announced today that beginning January 1, 2019, the company will be known as “AllWays Health Partners.” The new brand signals a readiness to challenge the health care industry status quo with innovative products and services for the commercial marketplace designed to give members positive experiences and access to a robust provider network with a plan that meets their needs.

A pioneer when it was founded over 30 years ago to increase access to high-quality health care, NHP is evolving its brand to emphasize the organization’s continued commitment to all of its customers across multiple business lines, with a focus on accelerating commercial growth and providing new products like Medicare Supplement through a member-centric focus in today’s rapidly-changing, and increasingly complex health care marketplace.

The AllWays Health Partners brand was created to honor the organization’s long-standing belief that listening to and partnering with customers, providers, and other stakeholders helps identify specific needs and develop targeted programs to meet them.

The new brand also highlights the organization’s ability to leverage its position as a member of Partners HealthCare, the state’s leading health care delivery system, to package and deliver innovative products and programs that improve the experience of accessing care and coverage, and health outcomes.

“For more than 30 years, we have made meaningful health care solutions more accessible to all,” said David Segal, President and CEO of NHP. “As AllWays Health Partners, we will be uniquely positioned to leverage our membership with Partners HealthCare to bring straightforward products and services to the marketplace that challenge the status quo. In this way we can remove friction points to make the experience as smooth and seamless as it can be for our provider partners, and for our members to access the care they need when they need it.”

Over the past two years, the organization has launched innovative and industry-first initiatives that deliver on the promise behind the new AllWays Health Partners brand to reach out to commercial customers, better understand their needs, and ensure they are factored into whatever the company does. Examples include unique approaches to address the opioid epidemic and better manage chronic conditions, as well as first-to-market proactive performance guarantees and customer loyalty program for employers and their employees.

AllWays Health Partners remains committed to serving the My Care Family Accountable Care Organization (ACO) through its partnership with Greater Lawrence Family Health Center and Lawrence General Hospital. In addition, AllWays Health Partners will continue to provide administrative services to the Partners HealthCare Accountable Care Organization.

About NHP

Neighborhood Health Plan (NHP), that will be known as AllWays Health Partners beginning January 1, 2019, is an NCQA-accredited, not-for-profit health plan that provides coverage to commercial and MassHealth members. For more than 30 years, employers, individuals, and families across Massachusetts have turned to NHP for health care coverage that is both high quality and affordable. NHP is known for plans that are easy-to-understand and manage. Members have access to a robust network of top doctors, community health centers, and academic and regional hospitals. Founded in 1986 with a commitment to promote health equity for members within the diverse communities we serve, NHP's service and care management programs today continue the tradition of personalized and high-quality care. NHP is a member of Partners HealthCare.

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