



CENTERSTONE

Rebrand: Support Staff FAQs

We understand that change can bring many questions. And we know that your role is vital to keeping our patients and their families informed. We want to ensure you have all the information you need regarding our recent merger with Centerstone. Below, are answers to some frequently asked questions regarding what this change means for our patients, their families, and your role.

- i** Why did Brightli and its affiliates change their name?
This name change is part of a merger with Centerstone, a national leader in behavioral health and substance use treatment. By coming together as one organization under the Centerstone name, we can expand services and programs and increase access to care for communities across the country.
- i** Are the doctors, nurses, counselors, and staff staying the same?
Yes. Your providers and clinic staff will remain the same.
- i** Will patients still be able to see their current provider?
Yes.
- i** Will patient insurance still be accepted under the new name?
Yes. There will be no change to the types of insurance coverage we accept related to this name change.
- i** Do patients need to update their insurance or pharmacy information?
No. Patient insurance and pharmacy information will remain the same. Our clinic staff will contact patients if they need to update it in the future.
- i** Will the locations and phone numbers remain the same?
The locations and contact information for our clinics will remain the same. However, patients and staff may notice the Centerstone logo as we transition signage and materials.
- i** How can patients be assured that their personal and medical information will remain secure?
Centerstone is a HIPAA compliant healthcare organization. This means that we engage in security measures to protect your personal health information (PHI) online and in our offices.
- i** Are there any changes to billing or how patients make payments?
Patients will continue to make payments in the same way as they have before. Please note that patient statements or billing may reflect the Centerstone name and/or logo from this point forward.
- i** Will the services and specialties offered remain the same?
Yes! We will continue to offer the same services patients and staff have come to know and trust.
- i** As a Centerstone employee, what changes will I see?
In the coming weeks, you and your colleagues will receive new name badges with the Centerstone logo. You may also see new signs in and around your clinic or facility with the Centerstone logo. If you answer the phone, the greeting will change to include the Centerstone name, instead of the previous affiliate organization name. See below for more details.
- i** Where can patients and staff find more information about the name change and what it means for them?
Patients can ask their provider or contact the staff at their clinic or facility with questions or for more information. The Marketing team will also provide handouts that can be distributed to patients during the rebranding process. More information can be accessed on Centerstone's website at centerstone.org.

New Phone Greeting Message

Once your facilities signage has changed to Centerstone it will be time to adjust the greeting you use when answering our phones. Please use this greeting going forward: **"Thank you for calling Centerstone, previously [Affiliate name. Example: Preferred Family Healthcare]. How can I help you today?"**