

August 2023

Client/Broker FAQs

Member Rebrand to Liviniti

What is changing?

As we announced earlier this year, our rebrand from Southern Scripts to Liviniti takes place with a phased approach. On September 13, we will complete the rebrand for our member-facing materials. We have put great thought and effort into the member rebrand to Liviniti, working behind-the-scenes to ensure a smooth experience for plan members.

How will plan members learn about the rebrand?

- **Announcement message** about the name change on southernscripts.net.
- **Member Services Team** prepared to respond to member questions.
- **Member communications** provided to Liviniti clients and brokers to help you communicate the change as you prefer:
 - Article for client's newsletter or intranet site
 - Sample member email
 - Member flyer
 - Member FAQs

What is the timeline for the member transition from Southern Scripts to Liviniti?

- We'll begin pre-communication with members about the name change on September 1st.
- September 13 is when members will begin to see and hear the Liviniti brand across touchpoints, including the member portal, member page and mobile app.
- As a reminder, no specific action is needed by members. The roll-out is simply about awareness.

Are clients or brokers expected to take any action?

We are providing pre-written member communications that may be used to communicate this upcoming change to members. You may want to make additional internal updates as appropriate, changing any references on your materials from Southern Scripts to Liviniti.

Will members be expected to take any action?

No. The member impact is minimal. Members who have bookmarked a web page on southernscripts.net may want to change that bookmark to the new website, for instance.

Will members need a new ID card?

No. Group and member numbers, as well as BIN numbers for claims processing remain the same. The digital pharmacy ID card within the member portal and mobile app will be rebranded to Liviniti.

Will there be a change to the member services phone number?

No, there is no change to the pharmacy member services number.

Will the name change impact benefits in any way?

No, the name change will not impact members' benefits, coverage, prior authorizations, the formulary, network pharmacies, or the manner in which members fill their medications.

Will this change impact how members access the member portal or mobile app?

The member portal and mobile app will have a new look, but the functionality remains the same. Members will not need to create a new account.

Will this change impact the web pages dedicated to members on southernscripts.net?

Yes. Members that visit our website will be directed to an updated online Member Center to access a variety of forms, information and digital tools that are available on Liviniti.com.

On September 13, members that visit "southernscripts.net" will immediately be redirected to Liviniti.com. The Member Center is accessed by clicking the "Members" tab at the top of the page, which is very similar to the member experience today.

Will members need to get new prescriptions that reflect the name change?

No, members will continue to fill their prescriptions the same way. This process is not changing. As a reminder, the legal name of the company remains Southern Scripts. Liviniti is a "DBA" or "doing business as" name that we are using as our market-facing name.

Will all member materials be rebranded to Liviniti at the same time?

We expect the vast majority of member-facing materials will be rebranded on September 13, 2023.