

Health Alliance Plan[®]

by Henry Ford Health

New name. New look. Same commitment to **high-quality, connected coverage**.

As a valued part of our provider network, we want you to be among the first to know.

HAP is now Health Alliance Plan by Henry Ford Health.

What does this mean?

For more than 40 years, Health Alliance Plan and Henry Ford Health have been working together to bridge the gap between coverage and care. Our new brand is built on the idea of alliance, being all in on a more connected, human-centered healthcare experience for our members.

This is a brand evolution, not an organizational restructuring. This does not reflect a change in our provider network or our partnership with providers across the state, including providers from outside the Henry Ford Health network.

For providers who also work with ASR Health Benefits, our third-party administrator that administers employer self-funded plans, that brand is also being updated as part of this evolution. ASR is becoming **Health Alliance TPA by Henry Ford Health**, reflecting a clearer connection to Health Alliance Plan and Henry Ford Health.

This is a phased transition. You may start to see our new name out in the community. And you will start to see materials from us featuring our new logo in early fall.

Read our FAQ to [learn more](#).

What's staying the same?

There are no changes to roles, operations, contracts or provider independence.

These changes do not impact the name of HAP CareSource, our joint venture with CareSource that offers Medicaid and MI Coordinated Health (MICH) plans in Michigan.

What's next?

No immediate action is required. For now, thank you for the care you provide for our members. We truly value our provider partnerships.