



## FREQUENTLY ASKED QUESTIONS

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### 1. What does the rebrand mean for brokers?

The refreshed brand identity to **Western Growers Health** reinforces our dedication to meeting the unique healthcare needs of the agricultural industry. It strengthens communication and simplifies client engagement.

### 2. Will this impact my clients' plans?

No, all **plans, benefits, and coverage remain the same**. This rebrand does not affect members' healthcare access or benefits.

### 3. Do brokers need to take any action?

No action is required. However, brokers should begin using updated **Western Growers Health** materials for client communications after the launch.

### 4. Will new marketing materials be available?

Yes, we are providing a **Digital Broker Toolkit** that includes:

- Updated plan summaries
- Point solution flyers
- FAQs and talking points

Marketing materials will be available on [wghealthspecialty.com](https://wghealthspecialty.com).

### 5. How can I explain the rebrand to clients?

The rebrand strengthens our identity while maintaining the same focus on the physical health, mental health and financial health of our member companies and their employees.

Clients should know:

- **Their employees' coverage remains the same**
- **There are no changes to providers or benefits**
- **Their employees can continue using their current member ID cards**

### 6. When will the rebrand go into effect?

The official launch is **July 1, 2025**.

### 7. Will there be new ID cards for members?

Members can continue using their existing ID cards. If a replacement is needed, it will be issued with the new **Western Growers Health** branding.

### 8. Will there be a new broker support website?

Yes. You can access the broker resource page at [wghealthspecialty.com](https://wghealthspecialty.com).

### 9. Who should I contact with questions?

Your **local Western Growers Health Specialty Regional Sales Director** is available for support.