

Via Benefits™ Frequently Asked Questions for Retirees

1. Why did OneExchange decide to change the branding to Via Benefits for the exchange and benefits outsourcing offerings?

The company believes that the old name didn't reflect all the services provided to participants. We decided on Via Benefits as a name that represented the products and services we offer retirees.

2. Why was Via Benefits chosen as the new brand name? What does it mean?

The new brand name was chosen because the combination of “via” and “benefits” is an excellent shorthand for positioning what we do and how we do it.

The word “via” literally means “traveling through a place to a destination.” When most people hear this phrase, they think of a path or journey. The idea of a journey helps communicate that we work with you to determine your needs and guide you through available options so you can make an informed and confident choice. The journey is different for everyone, and our purpose is to assist you and your family on your path to a more healthy retirement.

3. How is the new name pronounced?

We pronounce it “vEEa.”

4. What does the brand change mean?

The look and feel of our solutions, websites, and communications materials will change with new branding.

However, the functionality and services we provide will not change due to the brand change, and we expect the transition to be smooth. For example, if you type in, or have bookmarked, a URL for your branded OneExchange website, as soon as you click on that URL you will be re-directed to the new Via Benefits page.

5. When will the change for retirees be implemented?

The transition will go live on March 1, 2018.

6. How are you going to communicate the name change?

This will take place through the following methods:

- Email to those who have agreed to receive it
- Postcard mailed directly to retirees' homes for those we can't reach by email
- Ongoing reminders in regular communications throughout 2018

7. When are we going live with Via Benefits?

As previously stated March 1, our web and IVR experience will change to the Via Benefits brand, as will all of our print and online communications going forward. To avoid concerns or confusion, we'll reference our former brand, OneExchange, for one year after the transition in both spoken and written materials.

8. How will retirees access the new website?

The web address that retirees currently use will still access the website. There will be redirects in place in perpetuity, meaning that the old web address or URL will be redirected to the new web address.

Medicare sites will be redirected to:

[Medicare.OneExchange.com/ClientName](#) >> [My.ViaBenefits.com/ClientName](#)

IFP/Pre-65 sites will be redirected:

[OneExchange.com/ClientName](#) >> [Marketplace.ViaBenefits.com/ClientName](#)

Please note: The Via Benefits sites will not go live until March 1, 2018

9. Will there be a notification or banner on the websites that OneExchange is now Via Benefits?

Yes, with the March 2018 release there will be a banner on the client's home page communicating that OneExchange is now Via Benefits. This banner will appear for a period of time after the launch, and may re-appear during 2018's Annual Enrollment Period.

10. I have a funding and reimbursement account; will I still be able to access the funding website from my existing OneExchange account?

Yes, if you use the old <http://medicare.oneexchange.com/funds> web address, you will automatically be redirected to the new <http://my.viabenefits.com/funds> experience.

You will use the same login credentials and navigation pathways you currently use to access Shop & Compare, My Account, Funds & Reimbursements, Help & Support, etc.

11. How will Via Benefits manage concerns I might have about the name change?

Our service centers and customer service personnel will be briefed with information to help them allay any concerns.