

Eli's Hospice Insider

Hospice News: CGS And Palmetto Parent Unveils New Brand

It may be hard to keep your MAC, ZPIC, RAC, QIO, and other Medicare contractors straight. Now add another wrinkle □ a brand change for HHH Medicare Administrative Contractors **CGS** and **Palmetto GBA**.

BlueCross BlueShield of South Carolina, Palmetto's parent, bought CGS from **CIGNA** two years ago when CGS (then **CIGNA Government Services**) was taking over **Cahaba GBA's** home health and hospice contract. Now BlueCross BlueShield has branded its Government Programs Division as the **Celerian Group**, it says on the CGS and Palmetto websites. Right now, the only change you should notice is the MACs' logos, they say