



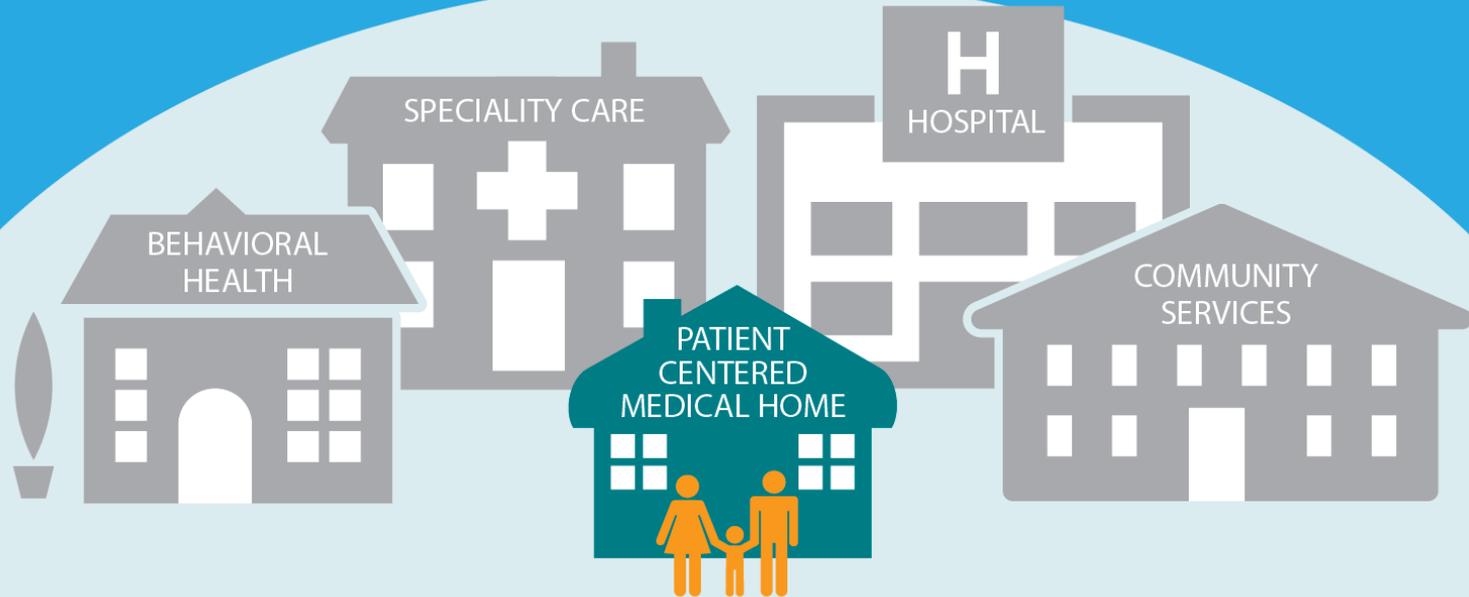
Health First COLORADO

Colorado's Medicaid Program

May 2016 New Look & Feel Launch

*Hospital Provider Fee Oversight and Advisory Board
June 23, 2015*

Medicaid is DIFFERENT!





**OVERCOME
NEGATIVE
PERCEPTIONS**



**RECRUIT
PROVIDERS**



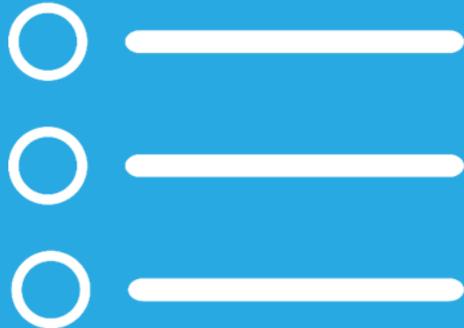
**INFORM
PUBLIC**

GRANT\$

CREATIVE



POLLING



FOCUS
GROUPS

New Medicaid Brands





Health First COLORADO

Colorado's Medicaid Program

Health First Colorado offers more Coloradans the foundation for a more secure life by providing greater access to integrated health care for improved physical, mental and social well-being.



Stakeholder Benefits

Associate
with
“putting the
member
first”

Elevate
public &
member
perceptions

Greater
coverage of
eligible
populations



Timeline

NOW

- Stakeholder announcements
- Funding applications

NEXT 6-9
MOS

- Update communication materials

MAY 2016

- Public Launch!



THANK YOU

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Health First
COLORADO