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

Health First COLORADO
GRANT$ POLLLING

CREATIVE FOCUS GROUPS
New Medicaid Brands
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!
Contact for more information:
Debbie Fimple
Rebrand Project Manager
Dept. of Health Care Policy & Financing
Debbie.Fimple@state.co.us
303.866.6346