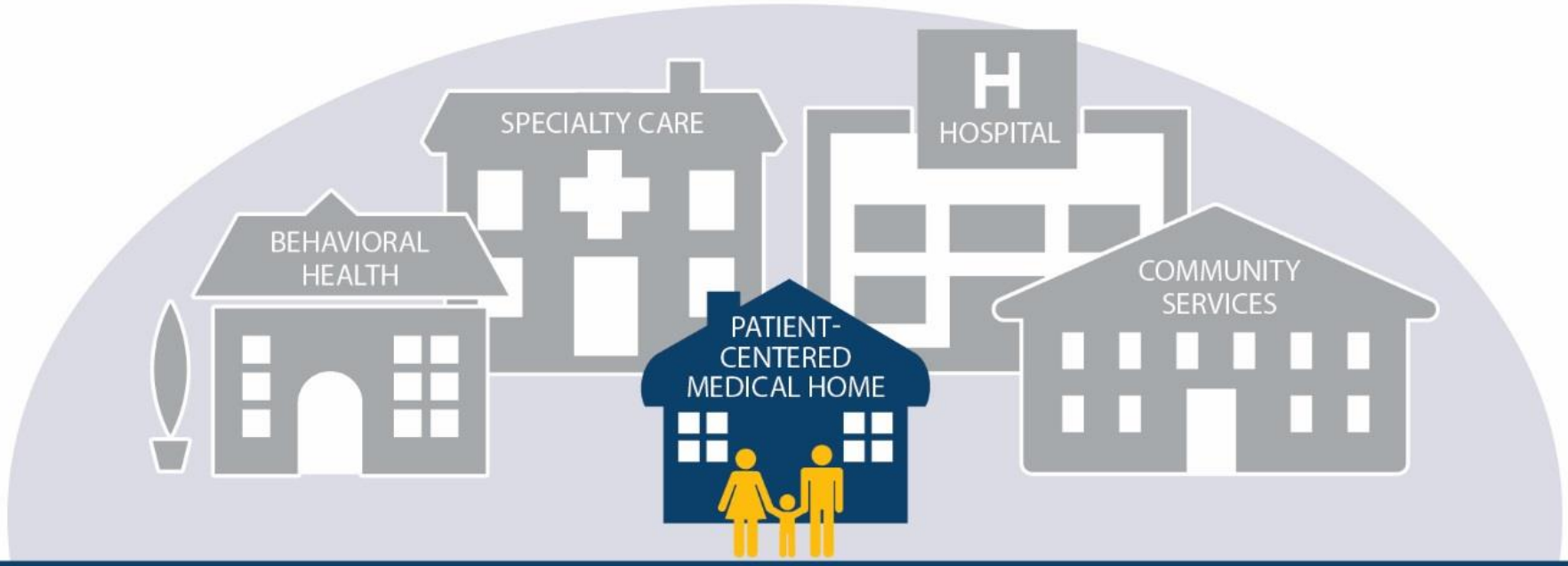
Health First COLORADO™

Colorado's Medicaid Program

# Medical Services Board

July 8, 2016

# Medicaid is DIFFERENT!




Health First COLORADO

# *Get to know*
# Health First Colorado

# New Medicaid Names

GreenMountainCare
A HEALTHIER STATE OF LIVING

Florida Medicaid Enterprise

Oregon HEALTH PLAN

HIP
HEALTHY INDIANA PLAN

TennCare

Washington Apple Health

South Carolina Healthy Connections

KanCare

QUEST HAWAI'I
More Choices For Your Healthcare

Health First COLORADO

# Launch Activities

***Effective June 27, 2016…***

- **Member Noticing**
  All CBMS client correspondence
- **Public Announcement**
  News release
  HealthFirstColorado.com go live
  Grant-funded advertising

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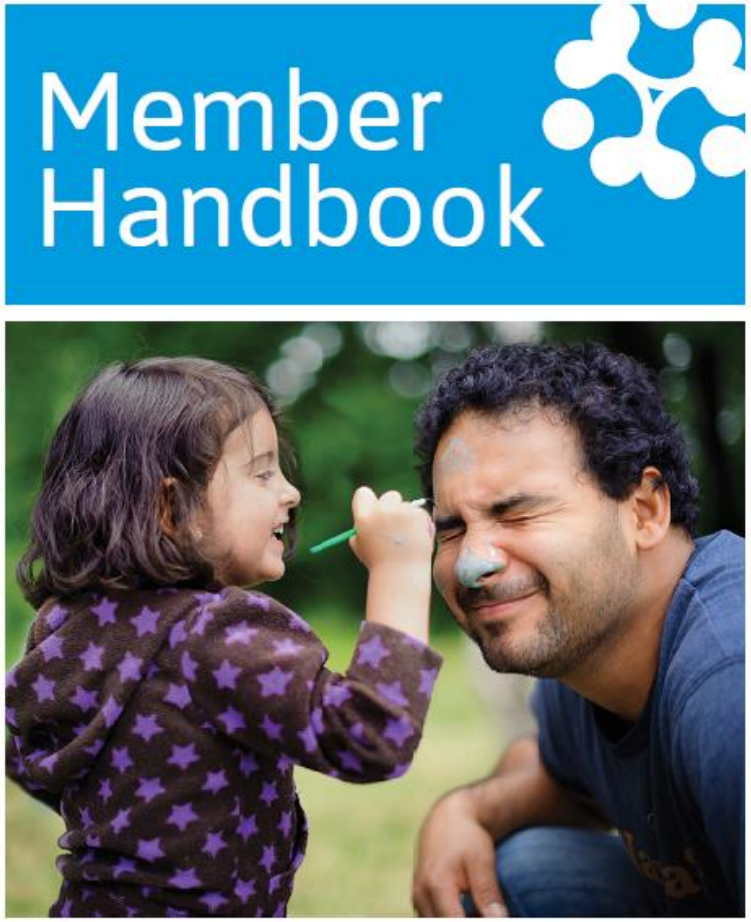
# Member Handbook

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Colorado's Medicaid Program

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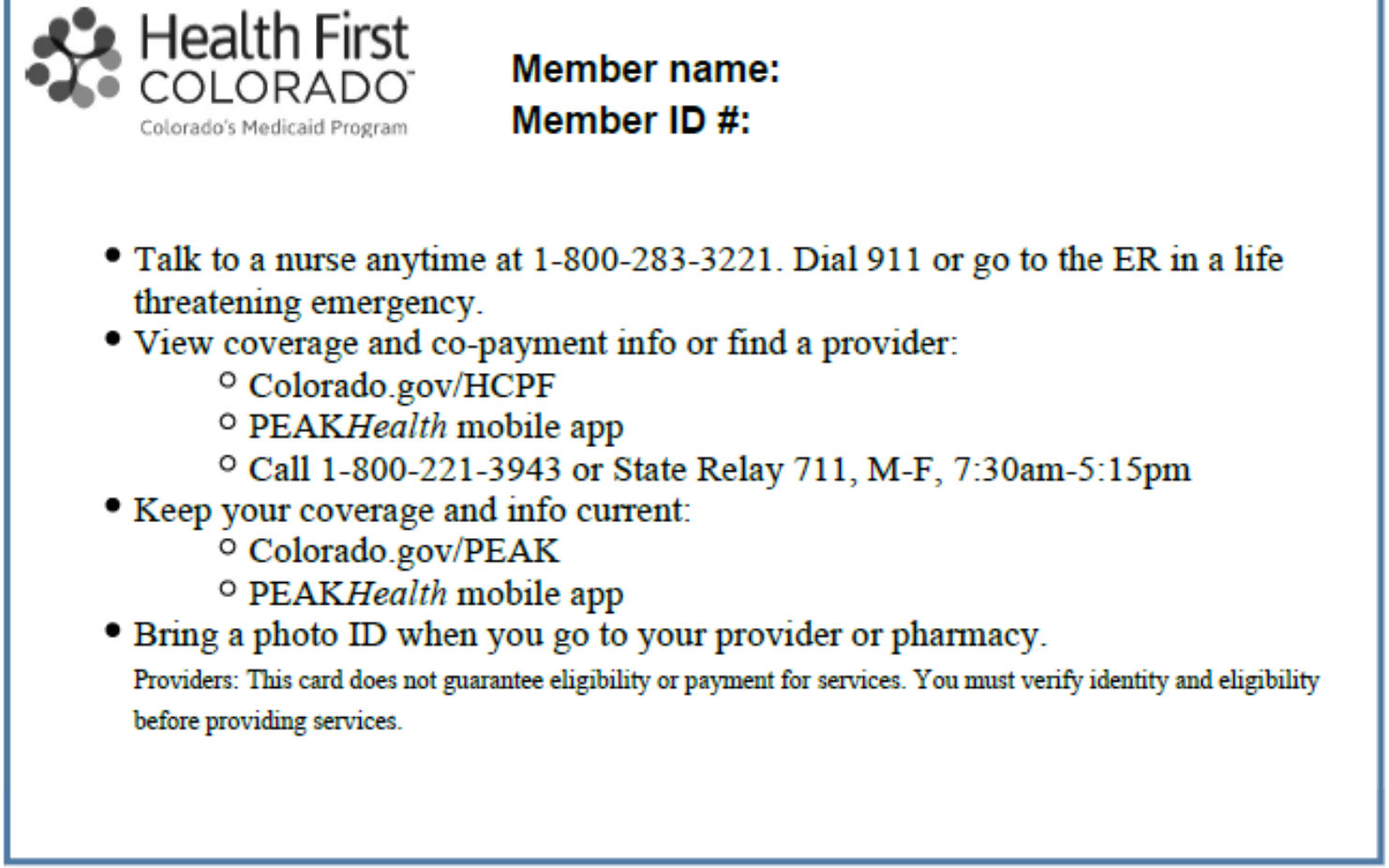
# Health First Colorado Card

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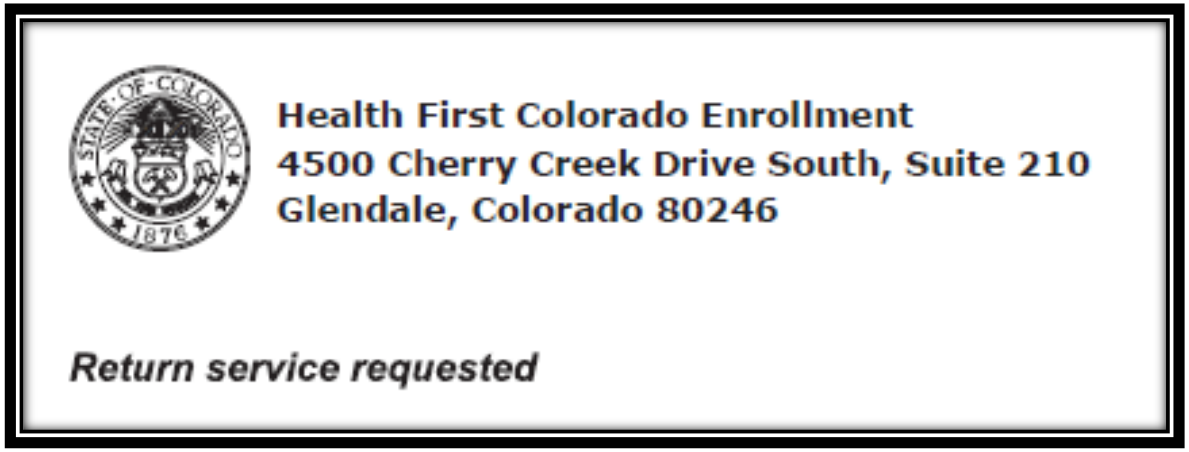
# Enrollment Broker

Health Colorado

**Health First Colorado Enrollment**

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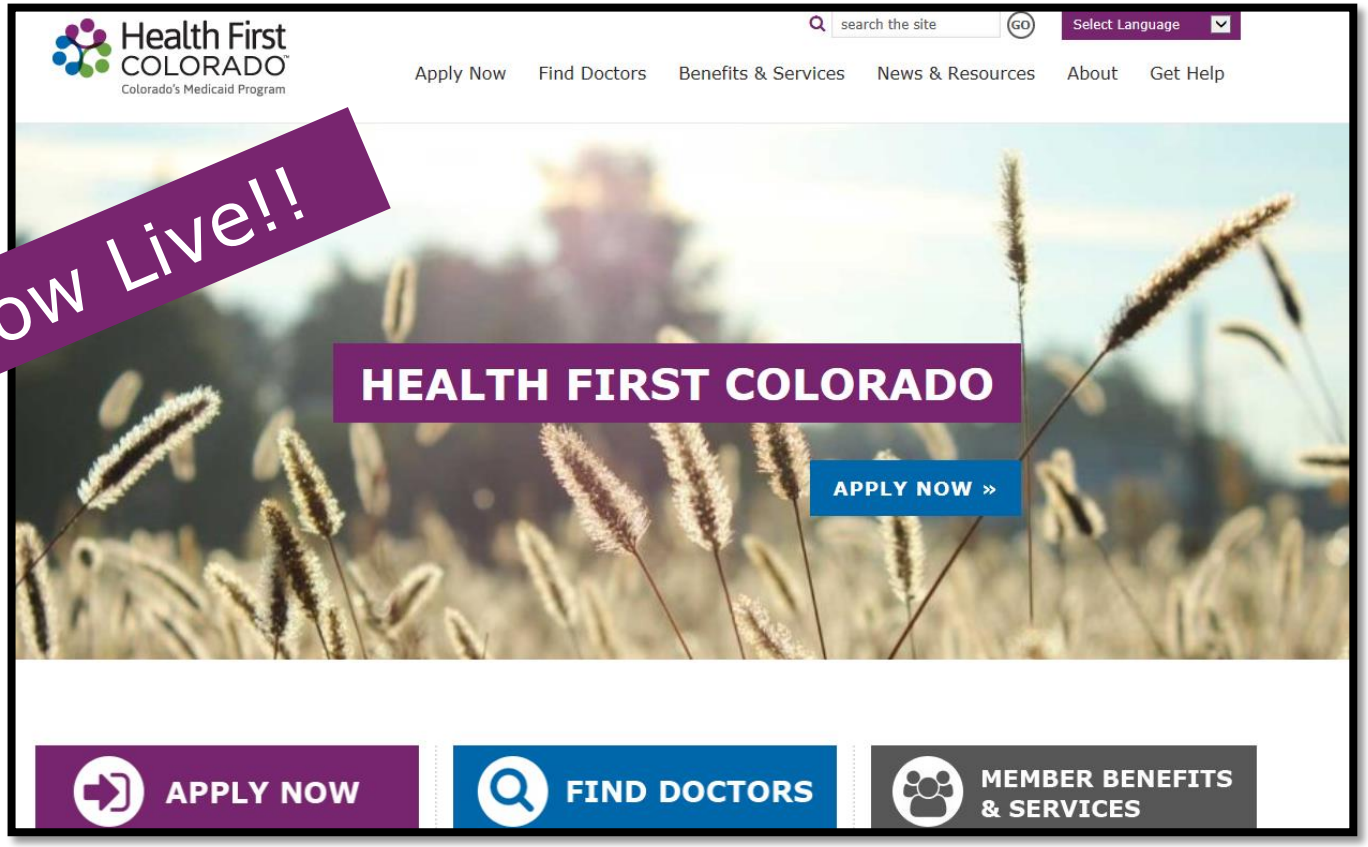
# HealthFirstColorado.com

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# Logo Usage

**Non-Member Facing: Provider Comms, Contracts, Rules**

**Member-Facing Program, Benefit, Service**

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# Programs Not Affected

CHP+
Child Health Plan *Plus*

CICP
Colorado Indigent Care Program

COLORADO
School Health Services Program

COLORADO
Department of Health Care Policy & Financing
Medical Services Board

Health First COLORADO

# Tagline

**Health First Colorado**
**(Colorado's Medicaid Program)**

# Frequently Asked Questions

# FAQ: How does this change my coverage?

There are no changes to member eligibility, coverage, benefits or choice of providers associated with the name change from Medicaid to Health First Colorado.

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# FAQ: Can I continue to see the same providers?

Yes, there is no change to choice of providers under Health First Colorado.

# FAQ: Why is the state spending money on this?

The Department of Health Care Policy & Financing, which administers Health First Colorado, received **grant funding** to support both the name change and a public advertising campaign to promote the new name.

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# Thank You!

## Questions?

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