



Health First COLORADO™

Colorado's Medicaid Program

Training for Contractors & Vendors

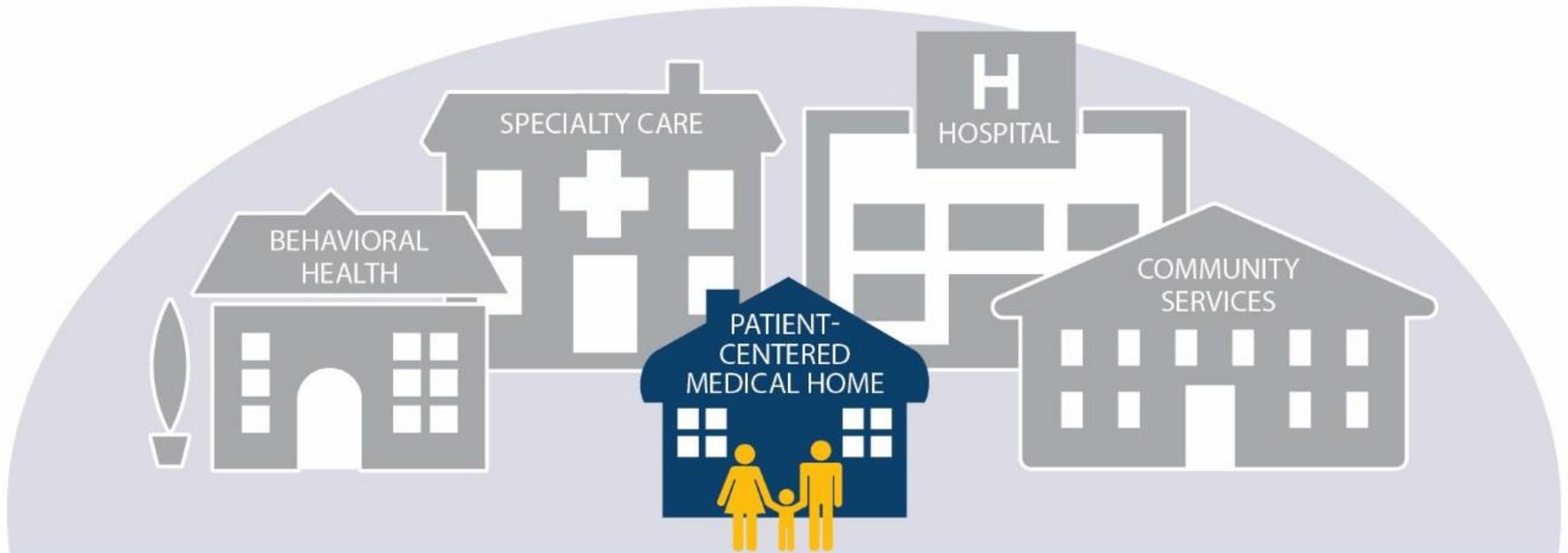
June 27, 2016



Agenda

1. Why are we re-naming Medicaid?
2. Launch timeline
3. What is changing and what is not!
4. FAQs and Resources

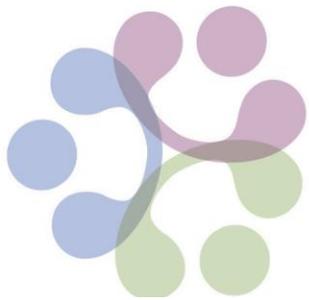
Medicaid is DIFFERENT!





Get to know Health First Colorado





New Medicaid Names





Launch Timeline

March 2016

Member ID cards
printed from PEAK

June 27, 2016

Member Noticing

CBMS notices,
Member ID, Member
Handbook, PEAK,
PEAK*Health* App

June 27, 2016

Public Announcement

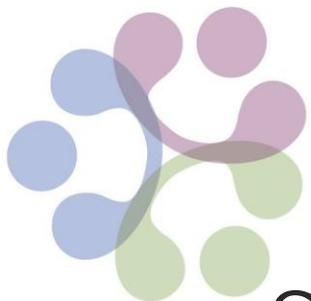
Press release,
HealthFirstColorado.com,
Grant-funded advertising

CBMS Notice Example

STATE OF COLORADO



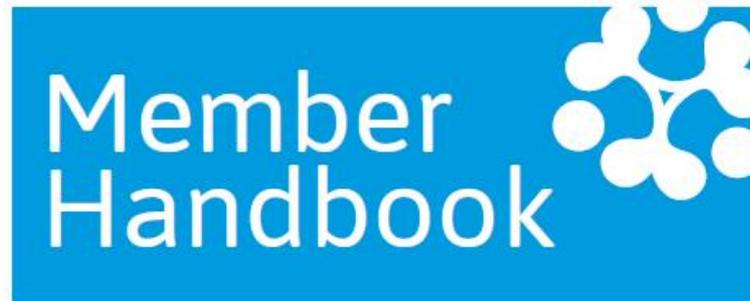
	Approval: Your application has been approved for the following individual(s).		
Benefit Category	Individual Name and Medical Assistance ID	Application Date	Coverage Start Date
Health First Colorado (Colorado's Medicaid Program) + Additional Long-Term Care Services			
Additional Information:			
Supporting Rule:			

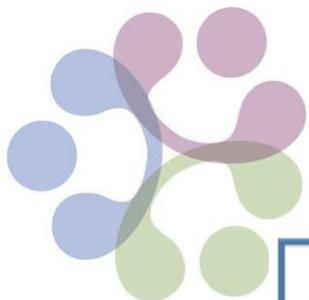


Member Handbook

- Consolidated version
- 1 mailed per household
- Also available on:

HealthFirstColorado.com
HCPF website





Health First Colorado Card



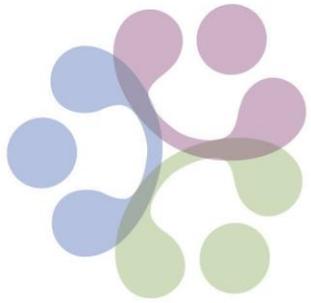
Member name:

Member ID #:

- Talk to a nurse anytime at 1-800-283-3221. Dial 911 or go to the ER in a life threatening emergency.
- View coverage and co-payment info or find a provider:
 - Colorado.gov/HCPF
 - *PEAKHealth* mobile app
 - Call 1-800-221-3943 or State Relay 711, M-F, 7:30am-5:15pm
- Keep your coverage and info current:
 - Colorado.gov/PEAK
 - *PEAKHealth* mobile app
- Bring a photo ID when you go to your provider or pharmacy.

Providers: This card does not guarantee eligibility or payment for services. You must verify identity and eligibility before providing services.



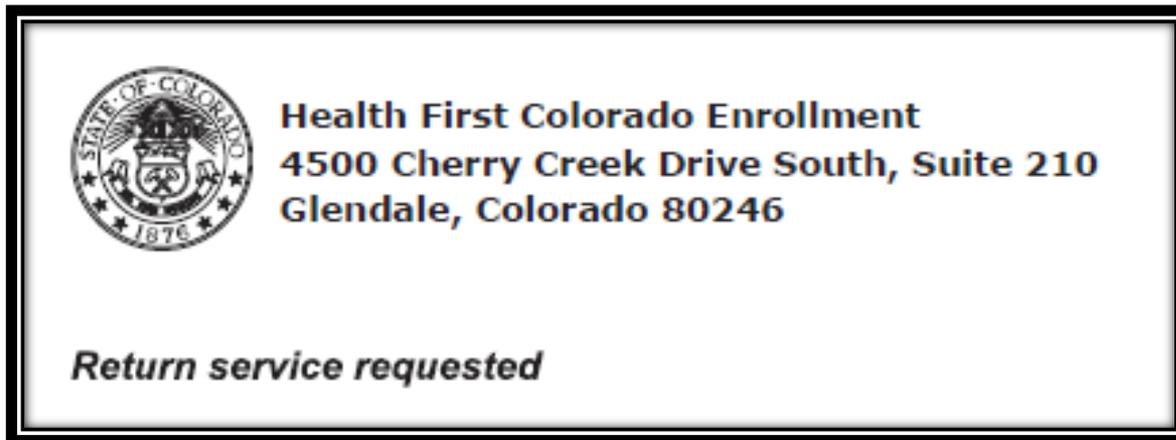


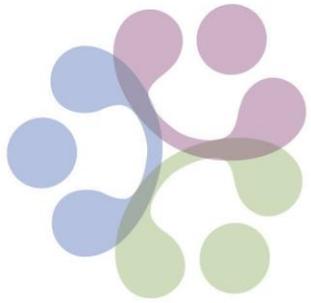
Enrollment Broker

Health Colorado



Health First Colorado Enrollment





HealthFirstColorado.com

Now Live!!

Health First COLORADO
Colorado's Medicaid Program

search the site GO Select Language

Apply Now Find Doctors Benefits & Services News & Resources About Get Help

HEALTH FIRST COLORADO

APPLY NOW >>

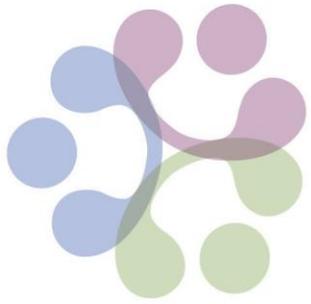
APPLY NOW FIND DOCTORS MEMBER BENEFITS & SERVICES





Key Messages

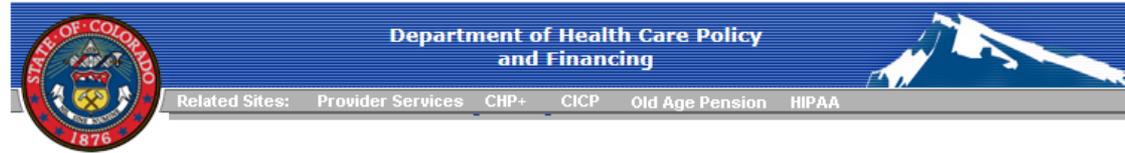
- No changes to:
Eligibility
Coverage
Benefits
Choice of providers
- New name **developed with input from members** and prospective members.
- Name development and public launch **funded by grants.**



Providers

No changes to:

Colorado Medical
Assistance
Program Web
Portal or Claims
Processing



Colorado Medical Assistance Program Web Portal

Login

Access to this application is restricted to those who have been authorized by the Colorado Department of Health Care Policy and Financing. The department is tracking all users in the system and all uses of the system. All unauthorized activity will be prosecuted to the full extent of the law.

User Name:*

Password:*

Login

Change
Password

Note: Password is case sensitive

[I forgot my user name.](#)

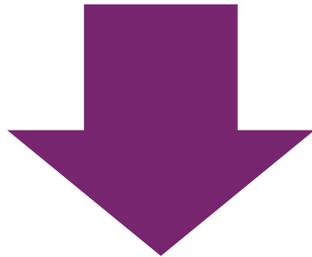
[I forgot my password.](#)



How and where will Health First Colorado be used?

Logo Usage

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



COLORADO
Department of Health Care
Policy & Financing

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



**Health First
COLORADO**
Colorado's Medicaid Program



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



Name Change Guidance

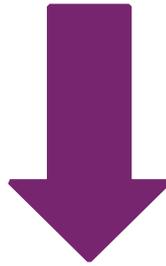
What	Member-Facing Documents	Non-Member Documents	Official Documents
Ex	Websites, fact sheets, brochures, letters, handbooks	Contracts, provider communications, policies	Statute & federal reports
Guide	Prioritize updates of “Medicaid” references to the new name	Update “Medicaid” references to the new name as documents come up for review or renewal	Do not update “Medicaid” references to the new name 

Health First Colorado Programs and Health Plans



New Program Name

Regular or “full” Medicaid, all MAGI programs



Health First
COLORADO[™]
Colorado's Medicaid Program

Basic



Health First Colorado Plans



Health First
COLORADO™
Colorado's Medicaid Program

Basic



Health First
COLORADO™
Colorado's Medicaid Program

Administered by
Denver Health
Medicaid Choice



Health First
COLORADO™
Colorado's Medicaid Program

Accountable Care Collaborative



Health First
COLORADO™
Colorado's Medicaid Program

Program of All-Inclusive Care
for the Elderly



Accountable Care Collaborative



Health First
COLORADO[™]
Colorado's Medicaid Program

Accountable Care Collaborative

Administered by Colorado Access



Health First
COLORADO[™]
Colorado's Medicaid Program

Accountable Care Collaborative

Administered by Community Care
of Central Colorado



Health First
COLORADO[™]
Colorado's Medicaid Program

Accountable Care Collaborative

Administered by Colorado
Community Health Alliance



Health First
COLORADO[™]
Colorado's Medicaid Program

Accountable Care Collaborative

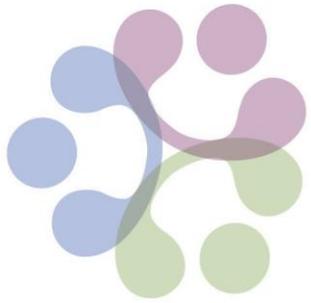
Administered by Integrated
Community Health Partners



Health First
COLORADO[™]
Colorado's Medicaid Program

Accountable Care Collaborative

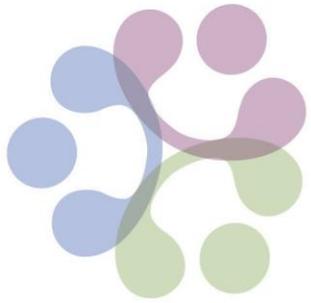
Administered by Rocky Mountain
Health Plans



“RCCO”

Remove from member-facing messaging

“[Colorado Access] is the organization that coordinates the care and delivery of services for Health First Colorado (Colorado Medicaid Program) Accountable Care Collaborative members in Denver.”

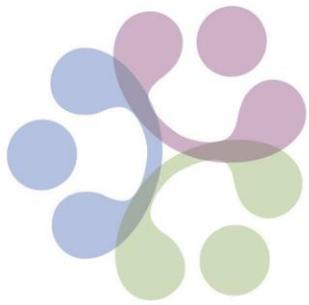


Benefits & Services

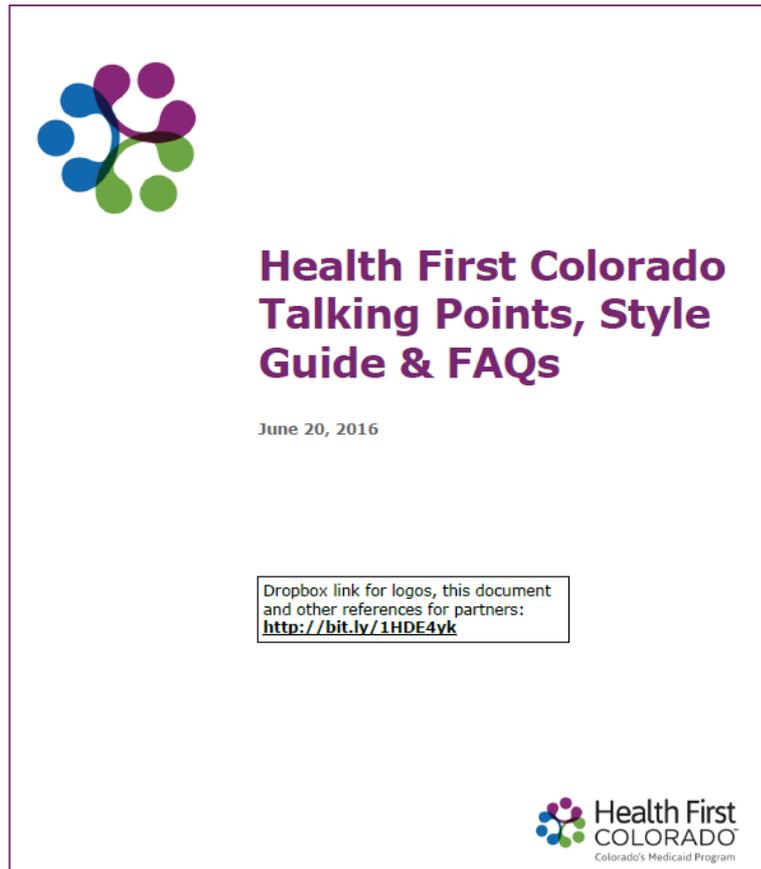
- No logo lock-ups
- No co-branding with other service providers

*Ex: Behavioral health
Dental
Waivers
Nursing facility*

How to use Health First Colorado (Colorado's Medicaid Program)



Style Guide, Talking Points & FAQs



Health First Colorado Guide, 06.20.16

Contents

Talking Points.....	3
Program & Plan Name Overview.....	4
Program & Plan Logos.....	5
Health First Colorado Benefits and Services.....	7
HCPF Programs Not Affected by Name Change.....	8
Writing style guidance:	9
Sample Communications	9
Frequently Asked Questions	10



Tagline

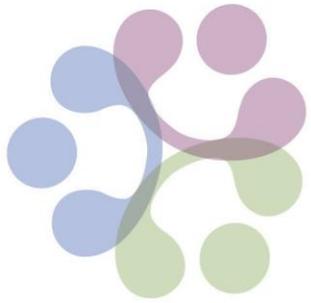
Use this to replace references to “Colorado Medicaid” and “Medicaid”

Don’t use the name without the tagline/parenthetical in the first written reference in documents

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

~~**Health First Colorado**~~

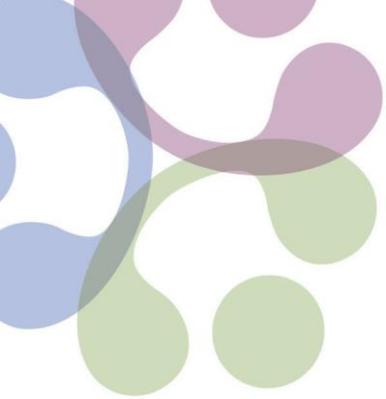




Member vs. Client

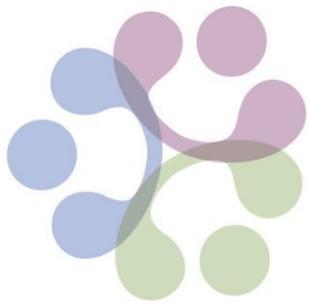
Use “member” in all member-facing communications*

**“Client” is used to describe enrollees during the time period between enrollment in Medicaid/Health First Colorado and enrollment in an ACC.*



Material Update Timing

- Run out/use up existing printed materials, update for new print runs
- Prioritize updates for member-facing communications following June 27 launch



Brand Quick Reference

Health First Colorado Brand Quick Reference Guide

This guide provides the logo usage recommendations for the the Health First Colorado brand. Consistency and accuracy across all communication channels will develop a stronger brand, increase brand awareness and build recognition. The files referenced in this guide can be located on the Health First Colorado SharePoint site (for Department staff) and via this Dropbox link (for external parties): <http://bit.ly/1HDE4yk>

Versions



Color

This is the primary logo to be used on all Health First Colorado materials unless otherwise noted. This is the preferred use of the logo.



Black & Grayscale

Use one of these versions when there are limitations of black and white printing.



White

Use this logo to reverse out of black and colored backgrounds.

File Formats

For Print (CMYK)

Use for print, including outdoor media

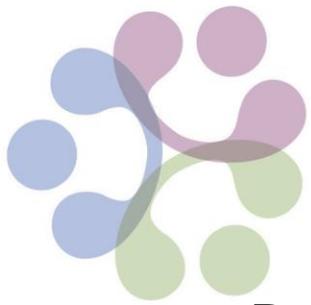
Pantone Matching System (PMS)

Use only when a Pantone printing

For Web (RGB)

Use for online applications,





Colors & Font

Primary brand colors

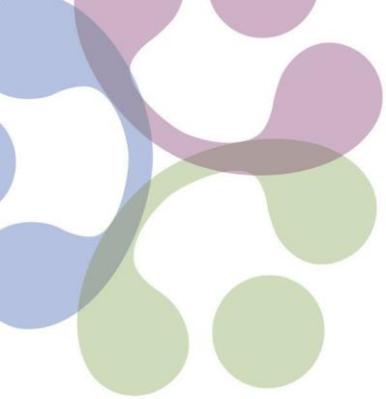
PMS 512	PMS 7462	PMS 7737
C: 60 M: 100 Y: 24 K: 9	C: 100 M: 50 Y: 0 K: 10	C: 64 M: 15 Y: 100 K: 1
R: 120 G: 37 B: 111	R: 0 G: 103 B: 172	R: 107 G: 165 B: 67
#: 78256f	#: 0067ab	#: 6ba542

Secondary brand colors

PMS 2925	PMS 130	PMS 159	PMS 5445
C: 76 M: 28 Y: 0 K: 0	C: 0 M: 27 Y: 100 K: 0	C: 13 M: 75 Y: 100 K: 3	C: 27 M: 15 Y: 11 K: 0
R: 0 G: 150 B: 219	R: 244 G: 170 B: 0	R: 209 G: 95 B: 39	R: 185 G: 198 B: 210
#: 0096db	#: f4aa00	#: d05f27	#: b8c6d2

Font face for body text: Verdana





Collateral Review & Approval

- Weekly reviews of member-facing messaging to expedite changes
- Ask your contract manager to submit revisions for review to the HCPF Communications Team

Resources

[Department Stakeholder Page](#)

www.colorado.gov/hcpf/hfc-stakeholders

- Recorded presentations
- Webinar schedule & registration
- FAQs

[HealthFirstColorado.com](#) (now live!)

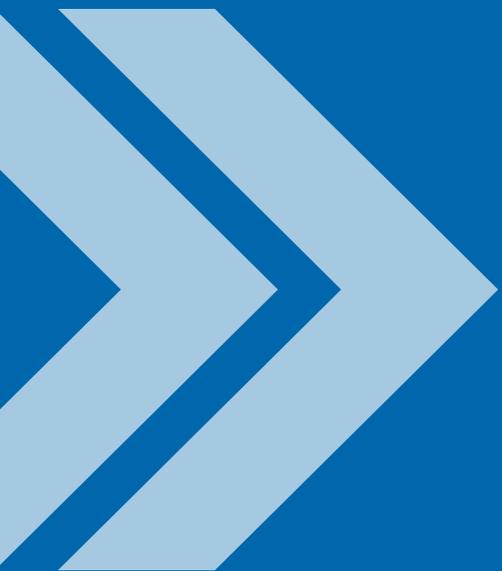
- Print-ready posters, brochure and flyers
- Radio ad spots
- Sample social media and blog posts

[Dropbox](#)

<http://bit.ly/1HDE4yk>

- Logo files
- Style & brand references





Thank You!

Questions?

Debbie Fimple

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Dept of Health Care Policy & Financing

Debbie.Fimple@state.co.us

Phone: 303.866.6346

