



COLORADO

Department of Health Care
Policy & Financing

Fact Sheet: Medicaid Rebrand

Over the last four years Medicaid has profoundly transformed, with a focus on creating value by improving our clients' health outcomes and spending our health dollars effectively. To better reflect this change and to convey it to clients, stakeholders, providers and state thought leaders, the Department of Health Care Policy & Financing is introducing a new brand for the Medicaid program. The new brand will be rolled out in May, 2016.



Goals

The new brand will make Medicaid an attractive option to our current clients, as well as the newly eligible population, those who have been eligible but not enrolled, and providers and contractors. Specific goals include:

- **Overcome negative perceptions** about public health insurance
- **Recruit new providers** and retain existing providers to support the significant increase in enrollment
- **Inform the public and thought leaders** about the cost-savings and health improvement results the program has achieved across the state through the Accountable Care Collaborative

About the New Brand

The logo is an abstract design that represents our commitment to working collaboratively with partners and stakeholders, and reflects the diversity of the clients we serve. The name reflects messages we heard from clients themselves in focus groups. Good health and access to affordable health care is the very foundation of a productive, engaged life. Medicaid provides that foundation for over a million people here in Colorado and the new brand proudly convey the critical importance of the services we provide.

***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.***

For more information about the rebrand project, please contact:

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Our mission is to improve health care access and outcomes for the people we serve while demonstrating sound stewardship of financial resources.

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