



# Health First COLORADO™

Colorado's Medicaid Program

Accountable Care Collaborative Program  
Improvement Advisory Committee

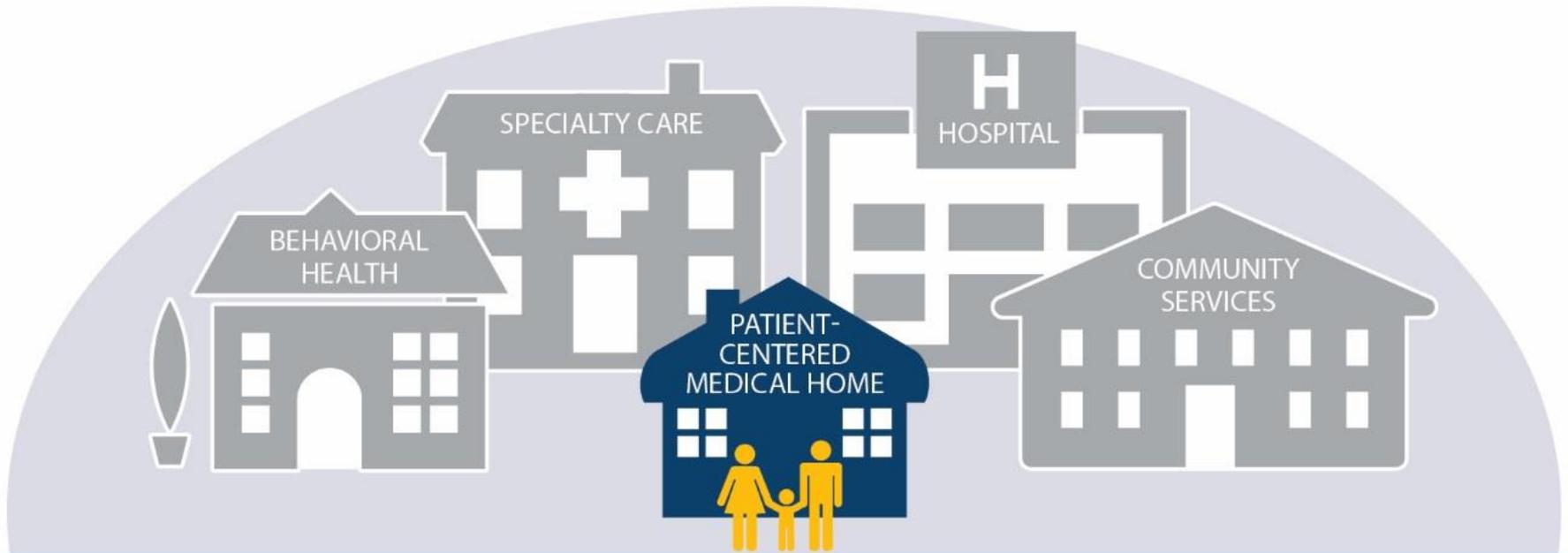
August 17, 2016



# Agenda

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

# Medicaid is DIFFERENT!





# *Get to know* Health First Colorado



POSITIVE



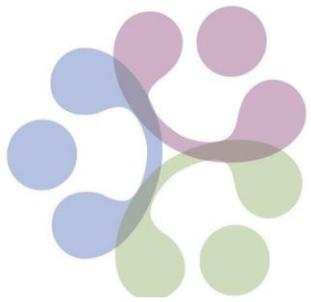
PROACTIVE



GREATER ACCESS



MORE CONTROL



# New Medicaid Names





# Launch Activities

***Effective June 27, 2016...***

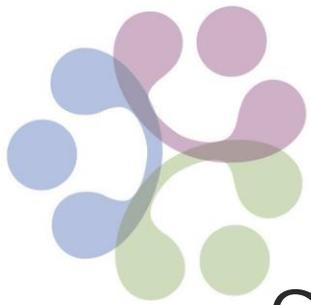
- **Member Noticing**  
All CBMS client correspondence
- **Public Announcement**  
News release  
HealthFirstColorado.com go live  
Grant-funded advertising

# CBMS Notice Example

STATE OF COLORADO



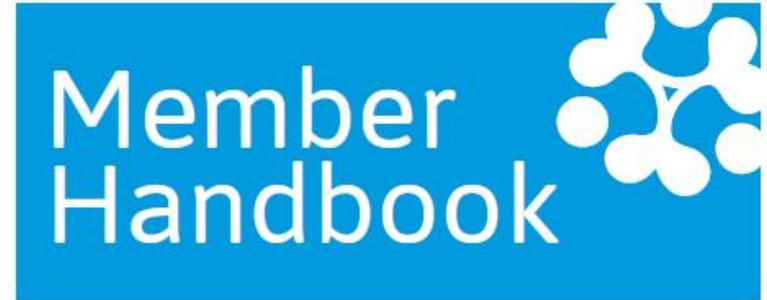
	<b>Approval: Your application has been approved for the following individual(s).</b>		
<b>Benefit Category</b>	<b>Individual Name and Medical Assistance ID</b>	<b>Application Date</b>	<b>Coverage Start Date</b>
Health First Colorado (Colorado's Medicaid Program) + Additional Long-Term Care Services	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

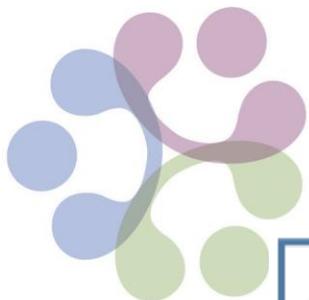


# Member Handbook

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

HealthFirstColorado.com  
HCPF website





# Member ID Card



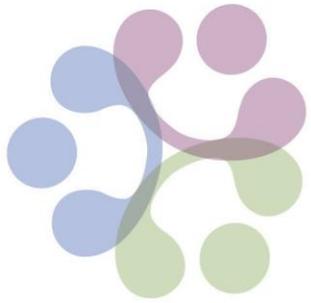
**Member name:**

**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](http://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](http://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.



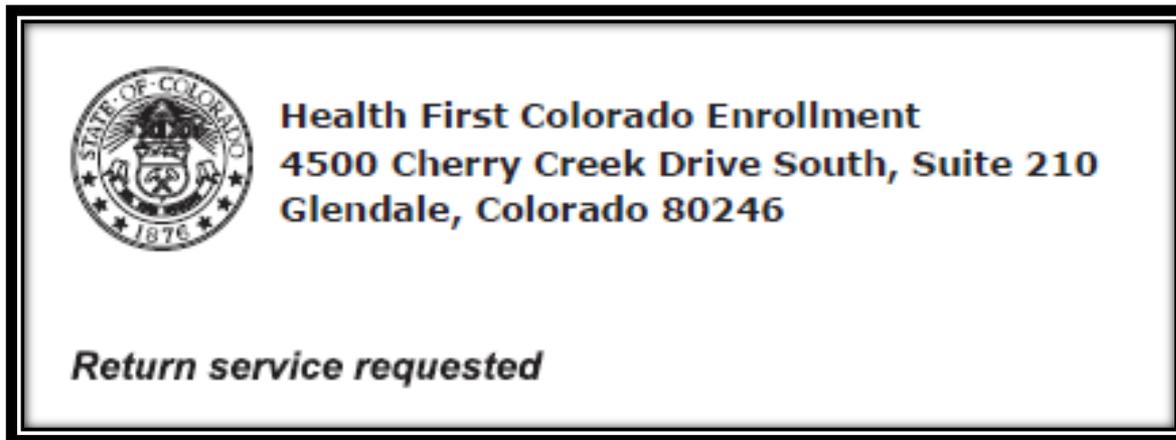


# Enrollment Broker

Health Colorado



## Health First Colorado Enrollment





# HealthFirstColorado.com

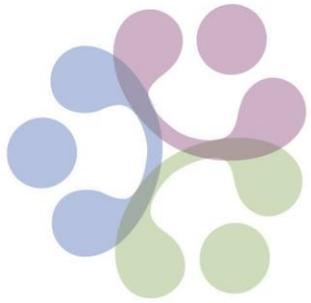
The screenshot shows the Health First Colorado website homepage. At the top left is the logo with the text "Health First COLORADO Colorado's Medicaid Program". To the right is a search bar with "search the site" and a "GO" button, and a "Select Language" dropdown menu. Below the logo is a navigation menu with links: "Apply Now", "Find Doctors", "Benefits & Services", "News & Resources", "About", and "Get Help". The main content area features a large background image of a field of tall grasses at sunset. A purple banner across the middle contains the text "HEALTH FIRST COLORADO". Below this banner is a blue button that says "APPLY NOW >>". At the bottom of the page, there are three prominent buttons: a purple button with a right-pointing arrow icon and the text "APPLY NOW", a blue button with a magnifying glass icon and the text "FIND DOCTORS", and a grey button with a group of people icon and the text "MEMBER BENEFITS & SERVICES".





# Key Messages

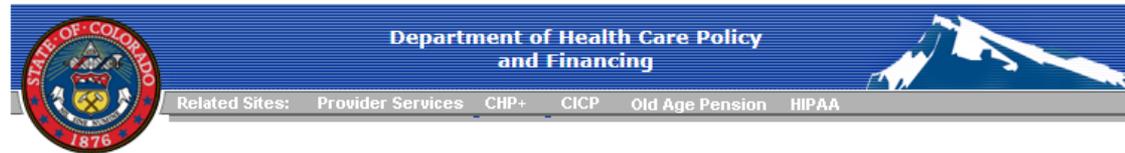
- No changes to:  
**Eligibility**  
**Coverage**  
**Benefits**  
**Choice of providers**
- New name **developed with input from members** and prospective members.
- Name development and public launch **funded by grants.**



# 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?

# Rule of Thumb

**Non-Member Facing  
Policy, Rules,  
Legislative, Contract**

Use  
this  
logo



**COLORADO**  
Department of Health Care  
Policy & Financing

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

Use  
this  
logo



**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

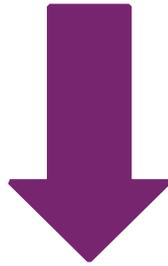


# Name Change Guidance

What	<b>Member-Facing Documents</b>	<b>Non-Member Documents</b>	<b>Official Documents</b>
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 

# New Program Name

Regular or “full” Medicaid, all MAGI programs



**Health First**  
**COLORADO**<sup>™</sup>  
Colorado's Medicaid Program

Basic



# Health First Colorado Plans



**Health First**  
**COLORADO**<sup>™</sup>  
Colorado's Medicaid Program

Basic



**Health First**  
**COLORADO**<sup>™</sup>  
Colorado's Medicaid Program

Administered by  
Denver Health  
Medicaid Choice



**Health First**  
**COLORADO**<sup>™</sup>  
Colorado's Medicaid Program

Accountable Care Collaborative



**Health First**  
**COLORADO**<sup>™</sup>  
Colorado's Medicaid Program

Program of All-Inclusive Care  
for the Elderly



# Accountable Care Collaborative



**Health First**  
**COLORADO**<sup>™</sup>  
Colorado's Medicaid Program

Accountable Care Collaborative

Administered by Colorado Access



**Health First**  
**COLORADO**<sup>™</sup>  
Colorado's Medicaid Program

Accountable Care Collaborative

Administered by Community Care  
of Central Colorado



**Health First**  
**COLORADO**<sup>™</sup>  
Colorado's Medicaid Program

Accountable Care Collaborative

Administered by Colorado  
Community Health Alliance



**Health First**  
**COLORADO**<sup>™</sup>  
Colorado's Medicaid Program

Accountable Care Collaborative

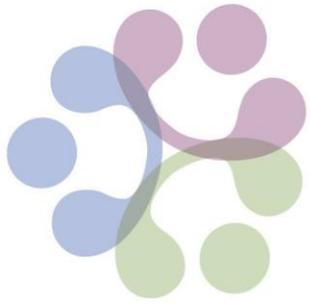
Administered by Integrated  
Community Health Partners



**Health First**  
**COLORADO**<sup>™</sup>  
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.”*



# 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**~~



# Communication Resources



Putting Your Health First



New Name.  
Same Great Coverage.  
HealthFirstColorado.com

Member Handbook



Medicaid is now...



New Name.  
Same Great Coverage.  
HealthFirstColorado.com

Medicaid ahora se llama...



New Name.  
Same Great Coverage.  
HealthFirstColorado.com

QUICK FACTS



- Colorado Medicaid is now called Health First Colorado. *New name... same great coverage, benefits and choice of providers.*
- Yearly wellness doctor visits are still covered!
- Find a doctor and other providers who accept Health First Colorado members by visiting [HealthFirstColorado.com](http://HealthFirstColorado.com).
- Access your Health First Colorado health plan, member identification card and benefits on your mobile device. **PEAKHealth**
- There's no deadline - apply anytime at [Colorado.gov/PEAK](http://Colorado.gov/PEAK), in person at your county human or social services office or an application assistance site, or over the phone by calling 1-800-221-3943.

Learn more at [HealthFirstColorado.com](http://HealthFirstColorado.com)



Nuevo nombre.  
La misma gran cobertura.  
HealthFirstColorado.com





# Resources

## [HealthFirstColorado.com](http://HealthFirstColorado.com)

- Print-ready posters, brochure and flyers
- Radio ad spots

## [Department Stakeholder Page](http://www.colorado.gov/hcpf/hfc-stakeholders)

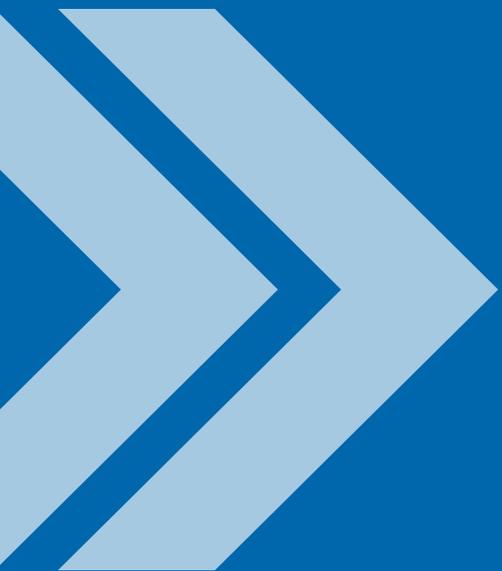
[www.colorado.gov/hcpf/hfc-stakeholders](http://www.colorado.gov/hcpf/hfc-stakeholders)

- Recorded training presentation
- Style guide
- FAQs

## [Dropbox](http://bit.ly/1HDE4yk)

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

- Logo files
- Style & brand references



# Thank You!

## Questions?

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Dept of Health Care Policy & Financing

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Phone: 303.866.6346

