



# Health First COLORADO

Colorado's Medicaid Program

## May 2016 Rebrand Launch Plan

*May 22, 2015*



# Medicaid is DIFFERENT!





# Rebrand Goals



**OVERCOME  
NEGATIVE  
PERCEPTIONS**



**RECRUIT  
PROVIDERS**



**INFORM  
PUBLIC**



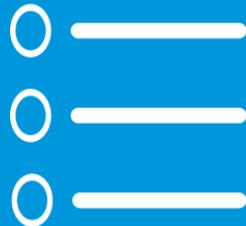


# Rebrand Project Background

GRANT \$

FOCUS  
GROUPS

POLLING



CREATIVE



# Successful Medicaid Rebrands





# Health First COLORADO

Colorado's Medicaid Program

*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.*





# Partner/Stakeholder Benefits

Associate  
with  
“putting the  
client first”

Elevate  
public &  
client  
perceptions

Greater  
coverage of  
eligible  
populations

# Brand Rollout Plan

April – July  
2015

- Internal and key partner announcements
- Funder applications to support launch activities

April 2015  
– April 2016

- Work with partners and stakeholders to update all member materials and messaging

May 2016

- Rebrand launch
- Media outreach
- Grant-funded advertising (May – July 2016)



# How Can We Help?

- Client-facing materials
- Client-facing staff and volunteers
- Website
- Social media
- Presentations at constituent meetings/events



# Thank You!

Please contact me with any questions:

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