



COLORADO

Department of Health Care  
Policy & Financing

# Fact Sheet: Medicaid New Look & Feel

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



## Goals

A consumer-friendly logo and name will make Medicaid an attractive option to our current members, 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 increased 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 Look

The logo is an abstract design that represents our commitment to working collaboratively with partners and stakeholders, and reflects the diversity of the members we serve. The name reflects messages we heard from members 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 look proudly conveys the critical importance of the services we provide.

***Colorado Medicaid 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 this 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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