



## **Social Media Sample Messages for Partners, Providers and Community Organizations**

### **Facebook**

- Medicaid in Colorado is now known as Health First Colorado (Colorado's Medicaid Program). Learn more at [HealthFirstColorado.com](https://HealthFirstColorado.com).
- Your Health First Colorado (Colorado's Medicaid Program) coverage starts right away and covers wellness visits, dental care, prescription drugs, behavioral and mental health and other services. Learn more at [HealthFirstColorado.com](https://HealthFirstColorado.com).
- The Colorado Medicaid you trust has a new name and the same great coverage. Health First Colorado is your partner in health. Learn more at [HealthFirstColorado.com](https://HealthFirstColorado.com).
- Colorado Medicaid is now called Health First Colorado (Colorado's Medicaid Program). While the name is changing, member benefits, coverage and providers are not changing. Visit [HealthFirstColorado.com](https://HealthFirstColorado.com) to learn more!

### **Twitter**

- Health First Colorado is coverage you can trust with a focus on you. [HealthFirstColorado.com](https://HealthFirstColorado.com) #HealthFirstColorado #COMedicaid
- Health First Colorado. Putting your health first. [HealthFirstColorado.com](https://HealthFirstColorado.com) #HealthFirstColorado #COMedicaid
- Get the medical care you need, when you need it, from providers you trust. [HealthFirstColorado.com](https://HealthFirstColorado.com) #HealthFirstColorado #COMedicaid
- Health First Colorado is building a healthier tomorrow. [HealthFirstColorado.com](https://HealthFirstColorado.com) #HealthFirstColorado #COMedicaid
- Health First Colorado - New name, same great coverage. [HealthFirstColorado.com](https://HealthFirstColorado.com) #HealthFirstColorado #COMedicaid
- Colorado Medicaid is now known as Health First Colorado. [HealthFirstColorado.com](https://HealthFirstColorado.com) #HealthFirstColorado #COMedicaid
- Health First Colorado is your partner in health. Apply anytime at [HealthFirstColorado.com](https://HealthFirstColorado.com) #HealthFirstColorado #COMedicaid
- Colorado Medicaid is now Health First Colorado. Building a healthier tomorrow for Coloradans. #HealthFirstColorado #COMedicaid
- Health First Colorado, formerly Medicaid, provides improved physical, mental & social well-being. Do you qualify? [HealthFirstColorado.com](https://HealthFirstColorado.com)



## Sample Blog Posts

### **1. Colorado Medicaid is now called Health First Colorado!**

As of June 27, 2016, the Colorado Medicaid program is now known as Health First Colorado. The new name reflects the significant improvements that have been made to modernize Colorado's Medicaid program to better engage members and improve the quality and coordination of care. The Health First Colorado rename has been made possible through grants from the [Colorado Health Foundation](#) and [Caring for Colorado Foundation](#).

The name itself – Health First Colorado – aims to convey the Department's commitment to putting its members' health first, as well as encourage its 1.3 million members to put their own health first.

While the name and look of Colorado Medicaid are changing, member eligibility, benefits, and providers will remain the same. Visit [HealthFirstColorado.com](#) for more information.

### **2. Health First Colorado focuses on Coloradan's health first**

Colorado's Medicaid program isn't just getting a new name. It has gotten an entire makeover that includes a renewed commitment to providing customer-centric service to the nearly 25 percent of Coloradans who use the program.

No changes to eligibility, enrollment or coverage are associated with the name change, but the program, now called Health First Colorado, is changing the way it manages access to care. A more patient-driven model will focus on integrated health for improved physical, mental and social well-being.

Medicaid has long been a source of insurance for the most vulnerable. But today, the insurance covers a broad cross section of individuals and families and is relied on as a critical point of access for essential medical services including preventive care and chronic disease management.

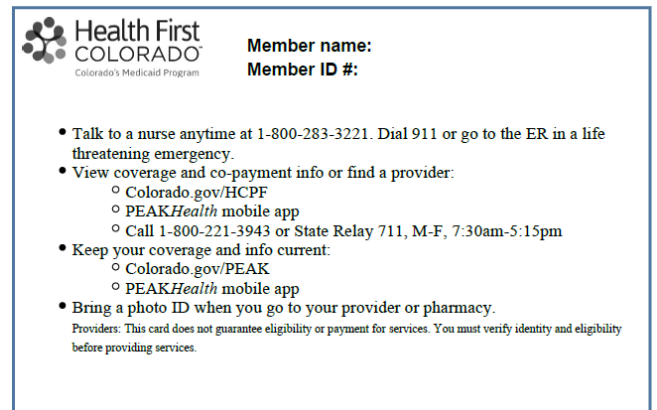
Learn how to apply for Health First Colorado by visiting [HealthFirstColorado.com](#).



### 3. About the New Health First Colorado card

Colorado's Medicaid Program is now known as Health First Colorado! The Medicaid card has been updated with the new name, Health First Colorado. Newly enrolled members will receive the Health First Colorado card shown here automatically. Current members can continue to use their existing card or download a new card from [Colorado.gov/PEAK](https://colorado.gov/PEAK).

The Department is not replacing cards for all members, therefore providers should continue to accept the "old" card.



### 4. For Stakeholder/Partner/Provider Audiences (Non-Member): Communication Resources

The Department of Health Care Policy and Financing has a number of resources available for health care providers, community organizations and other partners to help communicate the Medicaid name change to members, eligible members and the general public. Following is an overview of available resources and where to find them.

- [Health First Colorado Information for Stakeholders \(Department website\)](#)
  - Recorded webinar about the name change
  - Download presentation slides about the name change
  - Frequently asked questions about the name change
- [HealthFirstColorado.com](https://HealthFirstColorado.com) - English and Spanish versions of the following are available for download and printing:
  - Posters and banners announcing the name change and conveying that there are no changes to coverage for members
  - Top Five Facts about Health First Colorado card
  - 30-second radio advertisement about the Health First Colorado name change and member benefits
  - Sample social media and blog posts about Health First Colorado



- [Dropbox](#)
  - Logo files in print and electronic formats
  - Style and brand guidelines for using the Health First Colorado logo and colors in communication materials
  - Writing style guide and frequently asked questions about the Health First Colorado name change