



California Health Care Options

Creative Approach



Agenda



- 3** — Proposal Description
- 4** — Inspirations/Color Palette/Textures
- 9** — Hero Theme/Differentiators
- 12** — Covers/Dividers
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- 18** — Staff Callouts



Proposal Description

To conduct managed care enrollment broker services for the California Medicaid program (called Medi-Cal).

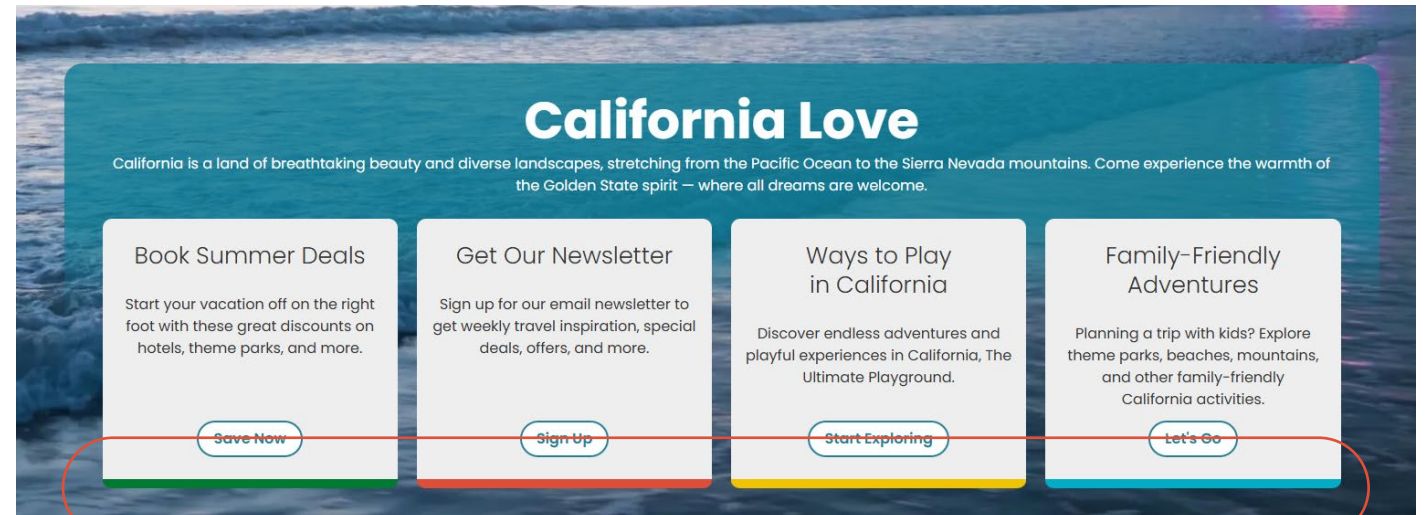
The RFP solicits proposals for the takeover, operation and eventual turnover of the HCO. This includes the provision of services which the vendor may propose to meet the HCO Program business requirements and performance outcomes that will effectively and efficiently enroll Medi-Cal beneficiaries into, and dis-enroll them from, managed care plans, while improving services to Medi-Cal beneficiaries and federal and State of California users who access the HCO Program.



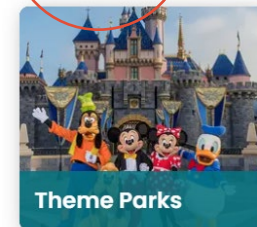
Inspirations

California is a modern state that embraces bright colors, clean visuals, and loads of imagery.

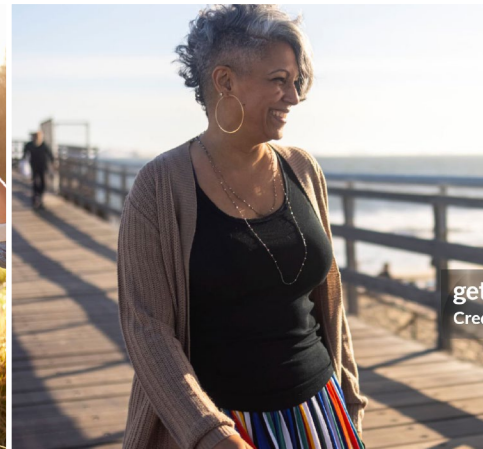
We will utilize these choices made by the state in our own graphics.



Explore Things To Do



Inspo – Real Californians



Color Palette - Main

California's diversity of people is reflected in its landscape. Government entities in the state have noticed this as well, and use similar colors as these to make their visuals.



Cool 1

Hex: #004152
RGB: 0, 65, 82

Cool 2

Hex: #007289
RGB: 0, 114, 137

Cool 3

Hex: #1EA9CA
RGB: 30, 169, 202

Cool 4

Hex: #84B9D3
RGB: 132, 185, 211



Warm 1

Hex: #F58021
RGB: 245, 128, 33

Warm 2

Hex: #FCA13D
RGB: 252, 161, 61

Warm 3

Hex: #F9C606
RGB: 249, 198, 6



Natural 1

Hex: #644528
RGB: 100, 69, 40

Natural 2

Hex: #BD8A5E
RGB: 189, 138, 94

Natural 3

Hex: #C4AB99
RGB: 196, 171, 153

Color Palette - All

KEY DECISION

As well as the main color palette, we'll add in some greys for type and utilize the California flag's red and green for select alternative uses.



Cool 1

Hex: #004152

RGB: 0, 65, 82



Cool 2

Hex: #007289

RGB: 0, 114, 137



Warm 1

Hex: #F58021

RGB: 245, 128, 33



Warm 2

Hex: #FCA13D

RGB: 252, 161, 61



Natural 1

Hex: #593622

RGB: 89, 54, 34



Natural 2

Hex: #A16320

RGB: 161, 99, 32



Cool 3

Hex: #1EA9CA

RGB: 30, 169, 202



Cool 4

Hex: #84B9D3

RGB: 132, 185, 211



Warm 3

Hex: #F9C606

RGB: 249, 198, 6



Natural 3

Hex: #DFA98C

RGB: 223, 169, 140



Grey 1

Hex: #353535

RGB: 53, 53, 53



Grey 2

Hex: #6D6D6D

RGB: 109, 109, 109



Grey 3

Hex: #AFAFAF

RGB: 175, 175, 175



Flag 1

Hex: #007A33

RGB: 0, 122, 51



Flag 2

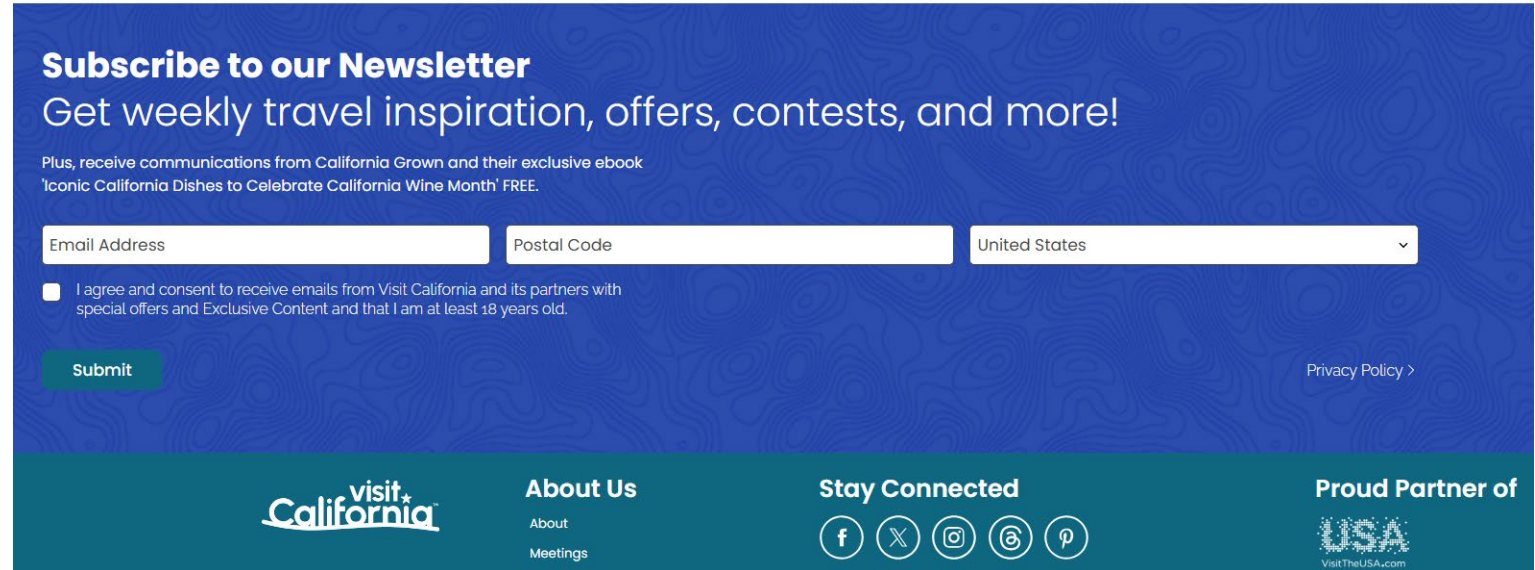
Hex: #E04E39

RGB: 224, 78, 57

Topographic Texture

Throughout our assets, we will utilize a similar topographic texture seen used by California's tourism website.

This graphic element not only represents the diverse landscape of California, but also is reminiscent of journeys.









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Hero Theme

KEY DECISION

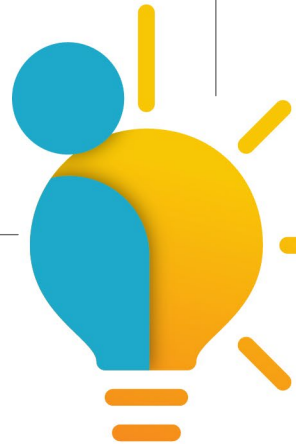


Insightful Innovation
for the
Member Journey

Hero Theme

Light bulbs are a well-known symbol for **both** insight and innovation, a convenient relationship for us.

The member is essential to our entire solution and is represented here



Insightful Innovation for the Member Journey

Rays coming from the bulb are reminiscent of a sunset; what's ahead of you on a journey

Differentiators

KEY DECISION



Californians Serving Californians

We are there for you now; Californians serving Californians. Our mission is your mission. Retaining an experienced vendor supports service continuity to members and the State.



Proven Performance

We have been there for you in the past. We have been an effective change enabler, collaborating with DHCS to realize the transformational aims of CalAIM in a large and complex program. Our program insight supports your success.



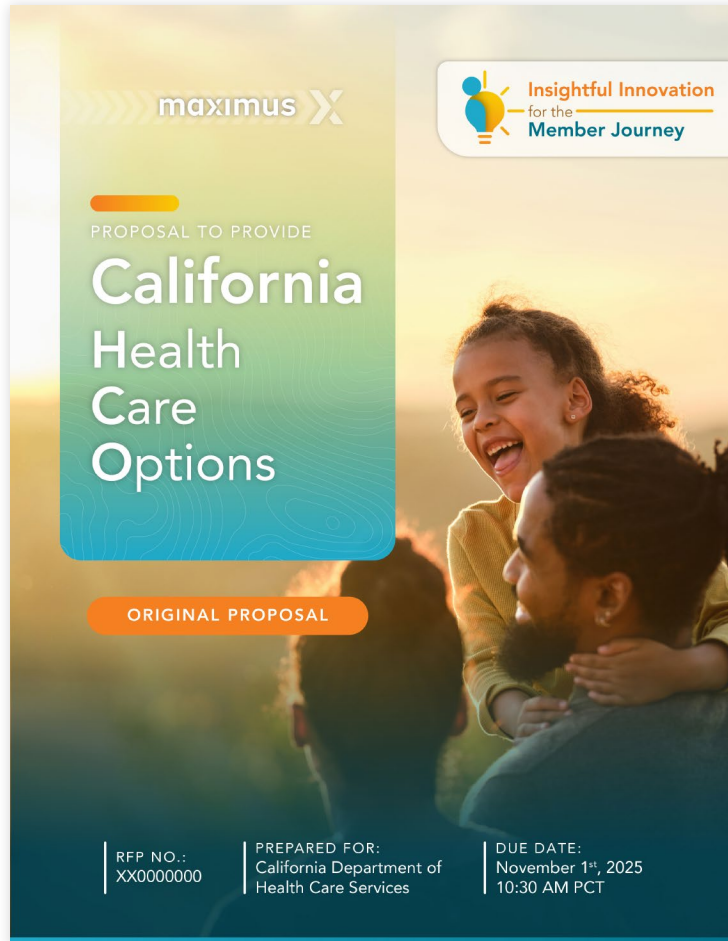
Future Readiness

We will be there for you in the future. As your experienced vendor, we are the best qualified team to high-impact innovation that reduces barriers to care for Californians.

Covers

KEY DECISION

Option 1



Option 2



Dividers



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Section Title



Template Elements

Callouts

— General Callout —



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— At-A-Glance —



At-A-Glance

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— Spotlight —



Spotlight

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— Quote —



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-Lorem Ipsum

Template Elements

Graphic Header

Graphic Title

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Template Elements

Footer

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Template Elements

Case Studies



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Staff Focus

We have photos of our team working in the building, and can use the several photos we have to make special callouts detailing how our team can best continue to help the State.

Style A

Your Team at Work

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Style B



Your Team at Work

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Staff Spotlight

KEY DECISION

Option 1



Mary McGhee
Position Title

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Option 2



Mary McGhee
Position Title

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Example Layouts

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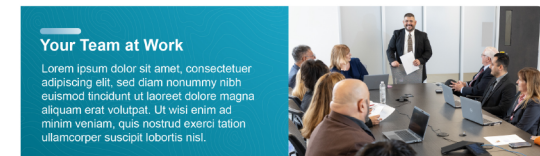
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 Thank You